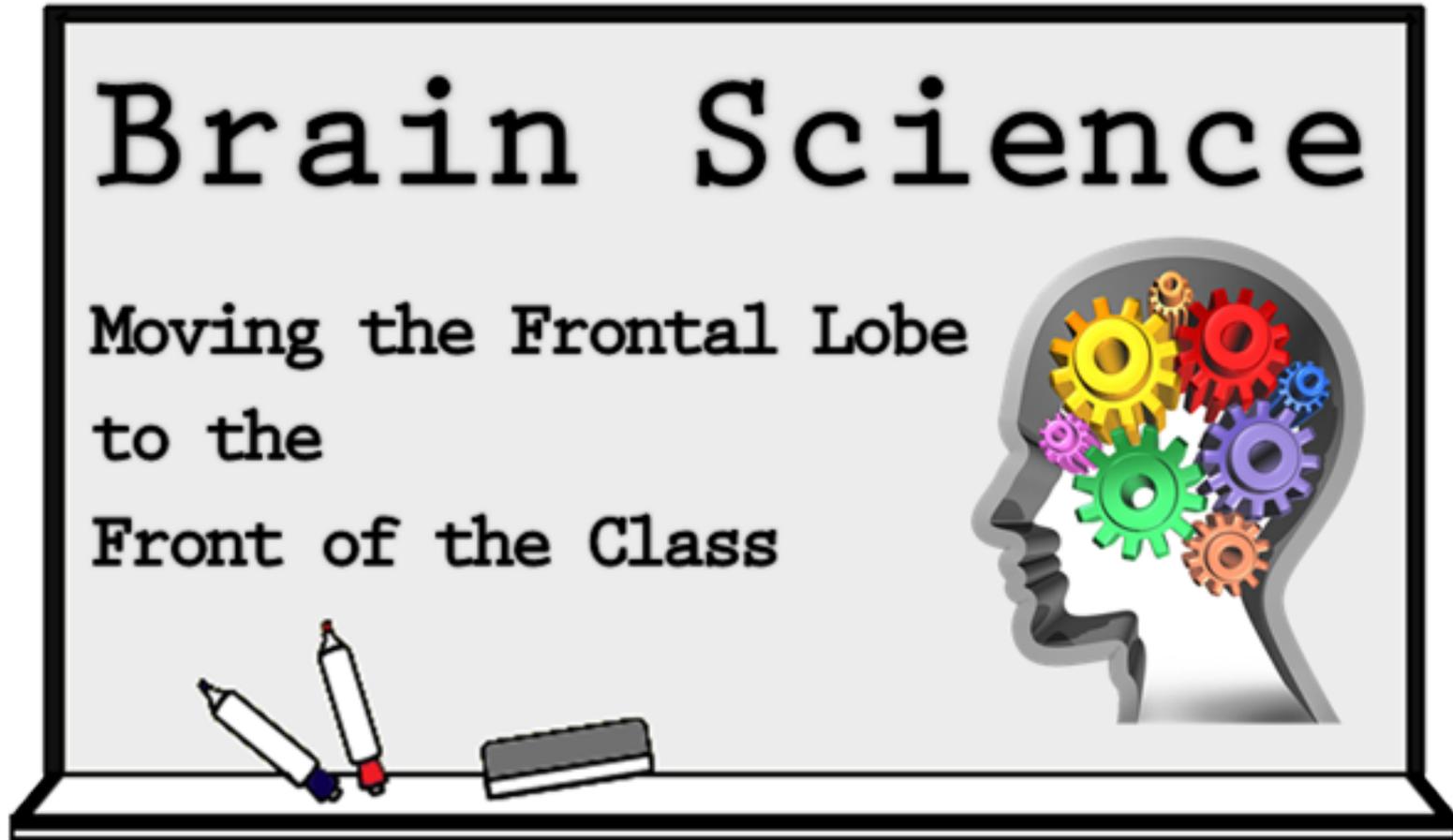


ATD-Cascadia 2016 Conference



October 13th, 2016
Sheraton Airport Hotel, Portland, OR



Welcome to the 2016 Conference!

Are you looking for great ideas to create more powerful learning experiences? Do you need to help your organization or your clients develop pervasive learning programs that make an impact?

Our conference is designed to provide learning professionals and performance consultants with practical research, models, and techniques to improve retention, and increase on the job transfer. You're also going to have a good time networking and learning with your peers.

Consider the following learning outcomes:

- Learn about the latest neuroscience about the brain and learning
- Explore methods to improve retention, transfer, and critical thinking skills
- Appreciate new insights for confronting interruptions, multi-tasking, and diminishing attention spans
- Apply brain science to expand your training skills
- Employ multiple strategies for anticipating when working memory might be overwhelmed, and how to respond to trainees when it is
- Design learning experiences that promote encoding, consolidation, and retrieval

We hope that you'll find inspiring ideas to fill your toolbox and fortify your consulting skills. The conference committee has organized another great event for you. Learn, laugh, draw, network, and enjoy!

Session Descriptions

Technology and the Brain

These sessions are devoted to principles for using technology effectively. You'll explore research findings and best practices for increasing engagement, holding attention, and presenting more effectively.

Brain Based Design

You'll get to explore essential design principles for creating powerful learning experiences. Topics in this series include accelerated learning techniques, using high context to increase learning impact, and leveraging nonverbal strategies to hold attention.

Knowledge Transfer

These sessions address the conditions needed to maximize on the job transfer, retention, and skill building. Topics include lessons from marketing, scaffolding through gamification, and leveraging affective assets to improve retention.

The Science of Learning

Do you ever need to explain your instructional choices to SMEs? Do you ever need to prove to decision makers how your training or curriculum design is going to make a difference? These sessions will equip you with the research, models, and frameworks to leverage neuroscience to create learning solutions that make a big impact.

Schedule of Events

8 – 9 am	Check-in and Onsite Registration			
8 – 6:30 pm	Exhibit Hall & Cyber Café Open			
9 – 9:15 am	Welcome & Opening Remarks			
9:15 – 10:30 am	Opening Keynote: Blast from the Past: Accelerated Learning Presented by Lou Russell			
10:30 – 11:00 am	Exhibit Hall & Jumpstart Cyber Café, & Author's Tables Open			
Concurrent Session Tracks and Locations	<i>Technology and the Brain Garden</i>	<i>Brain Based Design Mt Adams</i>	<i>Knowledge Transfer St Helens</i>	<i>The Science of Learning Cascade</i>
11:00 am – 12:00 pm	Skyler Corbett – You Have Gained a Level: The Challenges of Empathy in Online Education	Matt Donovan – The Neuroscience of Learning: Incorporating Evidence-based Practices into your Learning Solutions	Scott Crabtree – Remember This! The Brain Science of Learning & Memory	TBD
12:00 – 1:15 pm	Lunch: Mt. Hood Ballroom			
1:15 – 2:15 pm	Bethanne Kronick – Busting the Myth of Multitasking	Rachel Boehm – Why People Tune You Out: What You're Doing Wrong and How Brain Science Can Help	Janine Kurnoff – How Brain Science Helps the World's Largest Brands Tell Better Stories	Art Kohn – Training the Google Way: How to Guarantee Learning Transfer and Sustainable Corporate Change
2:15 – 2:30 pm	Exhibit Hall & Jumpstart Cyber Café, & Author's Tables Open			
2:30 – 3:30 pm	Roger Courville – 7 Ideas from PPT Research You Can Use Immediately	Lou Russell – Games Leaders Play	Scott Crabtree – Give Your Audience ARMS: What Trainers Can Learn from Game Designers	Michael Beck – Achieving Lasting Behavioral Change: Brain Science isn't Rocket Science
3:30 – 3:45 pm	Exhibit Hall & Jumpstart Cyber Café, & Author's Tables Open			
3:45 – 4:45 pm	Closing Keynote: Know the Mind, Know the Learner: Applying Brain Science to Improve Training by Professor Art Kohn			
5:00 – 6:30 pm	Evening Reception			

Keynote Speakers: Lou Russell

Opening Keynote, Mt. Hood Ballroom, 9:15 am - 10:30 am



Blast from the Past: Accelerated Learning

With the dazzle of technology and tools, it's easy to get distracted from the basic question: "What will the learner be able to do after the experience that they can't do now?" Return to the days of Accelerated Learning and rediscover the mindset and fun brain based techniques needed to design learning that drives retention. Return to honoring the unique needs of each of your learners.

In this session, you will learn about Howard Gardner's work in multiple intelligence and current memory and brain theory. You'll learn to apply this research to simple techniques, independent of technology, to drive learning and retention. Graphics, color, animation, and dazzling authoring tools are important, but only if mapped to how learning occurs to drive performance change. Step back from what you can't do and focus on looking at learning a new way.

Step back from what you can't do and focus on looking at learning in a new way.

During the session, participants will have the opportunity to:

- Revisit what you really think learning is all about
- Leverage Gardner's multiple intelligence research to design the sequencing of learning experiences
- Apply memory research-based design strategies to drive retention of learning including Primacy and Recency
- Build community to drive trust which drives knowledge exchange
- Map behavioral strengths to learning interactions

Lou Russell is the CEO/Queen of Russell Martin & Associates, an executive consultant, speaker and author whose passion is to grow companies by growing their people. She is the author of *The Accelerated Learning Fieldbook*, *Project Management for Trainers*, *Training Triage*, *IT Leadership Alchemy*, *Leadership Training*, *10 Steps to Successful Project Management* and *Managing Projects*. Through speaking, training and writing, Lou draws on 30 years of helping organizations achieve their full potential. She inspires improvement in leadership, project management and individual growth. Lou's upbeat style and humorous stories about on-the-ground experiences will give you the passion and tools to improve the bottom line. You will be moving, laughing, participating, inspired and challenged. Most importantly to Lou, you will learn.

Keynote Speakers: Art Kohn

Closing Keynote, Mt. Hood Ballroom, 3:45 pm - 4:45 pm



Know the Mind, Know the Learner: Applying Brain Science to Improve Training

We work hard to create great training, and we are disappointed when our employees fail to learn. We may be tempted to blame our students, but the truth is that we often fail because we don't understand the mind of the learner. As a result, we develop training that is not consistent with the brain's natural means of acquisition. Teaching should be more effective, and it can be more effective, once we understand how the learner's mind operates. Dr. Kohn, an internationally renowned neuropsychologist, explores 7 core principles that will help you understand how the brain controls learning and memory. His dramatic demonstrations will give you an exciting new understanding of the mind. And his 25 years of experience will help you create training that will effectively engage the brain and maximize learning and recall.

During the session, participants will have the opportunity to:

- Learn to design eLearning solutions that are compatible with people's spatial learning capabilities.
- Learn to create social learning communities that are based on psychological principles of observational learning.
- Learn to use authoring tools more effectively by understanding how the brain encodes metaphor and emotion.
- Learn to improve employees' attention within mobile learning by understanding the secrets to people's levels of consciousness.

Professor Art Kohn is an acknowledged thought leader in the areas of brain science, learning, marketing communications, and behavior change. He and his team help organizations modernize their marketing and training programs by teaching them to incorporate scientifically proven processes and technologies.

Art Kohn earned his Ph.D. in cognitive Neuroscience at Duke University and conducts research in the areas of risk assessment, perceptual mechanisms, and cross-cultural psychology. In 1989, Art won a Fulbright scholarship in cognitive science, and in 1999, he won a second Fulbright in the area of Educational Media. He has published 12 educational CD-ROMs, 6 educational films, and dozens of web sites. He also won the Early Career National Professor of the Year award presented by the American Psychological Association.

Concurrent Sessions: Technology and the Brain



You Have Gained a Level: The Challenges of Empathy in Online Education
(11:00 – 12:00)

Skyler Corbett

What does it mean to create an engaging online learning experience appropriate for a sensitive subject? To really build empathy and personal understanding into online education in such a way that computer-based learners can better understand a tough topic? In any classroom, teaching about emotionally difficult educational areas - such as child safety or mental health - can shock or emotionally trigger the learner. We'll discuss recent developments in the indie gaming industry that can be an ally to teachers that develop online education scenarios who present material that may be emotionally challenging. Further, we'll discuss how to get learners emotionally engaged and connected when they are facing isolation in the digital divide.

During the session, participants will have the opportunity to:

- Analyze the current state of online education
- Gain understanding in motivational psychology.
- Understand how to track the emotional state of learners online.



Busting the Myth of Multitasking
(1:15 – 2:15 pm)

Bethanne Kronick

The cost of interruptions and lack of focus to the US Economy is estimated at \$588 billion a year. How can we help organizations realize the impact of diminishing attention spans? Answer: by busting the myth that multitasking is a virtue.

Productivity strategist, Bethanne Kronick, will provide thought-provoking insights and simple strategies to help improve focus and maximize productivity. She will share best practices for the daily tasks such as planning and prioritizing, processing email, managing technology and dealing with interruptions that can prepare us to tackle high-value, long-term projects and meet deadlines. This lively, interactive and solution-packed session provides real-world strategies to boost productivity and efficiency.

During the session, participants will have the opportunity to:

- Avoid the common productivity trap of multitasking.
- Limit distractions and interruptions in order to be more productive and focused.
- Develop a new outlook on planning and prioritizing tasks.
- Utilize valuable strategies to manage email and electronic overload.
- Organize physical work spaces for maximum productivity.
- Develop more realistic response times for the technology deluge.



7 Ideas from PPT Research You Can Use Immediately
(2:30 – 3:30 pm)

Roger Courville

Sometimes PowerPoint is a necessary evil, and unfortunately there are a lot of tips about what you should do that are based more on the boss' opinion or Twitter than science.

The good news? You don't have to be a researcher to walk away with actionable insights for better presentations. And if you're like most people, what you need the answer to is, "How can this help me, right here and now?"

Join Roger Courville, CSP, author, and world-recognized authority in virtual classes for a rapid-fire session of pragmatic, use-it-now ideas to transform your presentations for attention and impact.

During the session, participants will have the opportunity to:

- Learn how to improve PowerPoint subject lines to improve recall.
- Hear what the research says about what to do with bullet points.
- Identify what you can do right away to improve charts and graphs.
- Define three things unique to webinars that you must adjust for.
- Define five types of visuals and how to apply them.

Concurrent Sessions: Brain Based Design



**The Neuroscience of Learning:
Incorporating Evidence-based
Practices into your Learning
Solutions**
(11:00 – 12:00)

Matt Donovan

To create high-impact training solutions that lead to improved performance in the workplace, we must understand how the brain makes sense of information and instruction. Too many training solutions are not designed considering how the learner acquires information for retention, retrieval, and ultimately application. In this session, you will see how you can apply evidence-based practices to your learning solutions to engage the mind and promote transfer to the workplace.

During the session, participants will have the opportunity to:

- Apply evidence-based practices to your learning solutions to engage the mind and promote transfer to the workplace.



**Why People Tune You Out:
What You're Doing Wrong and
How Brain Science Can Help**
(1:15 – 2:15 pm)

Rachel Boehm

You're smart and you know your stuff. If only people would listen! The frustration-meter goes through the roof when you see exactly how to help others, but they just don't get it. As soon as you share your incredible idea, they tune you out. Why?

Information is not communication. In order for your great ideas to get out of your head and into someone else's, you have to communicate it in a way that is clear, meaningful, and powerful. Learn to gauge how others want to be communicated with and how to access different parts of the brain for maximum impact in this engaging talk by Rachel Boehm.

During the session, participants will have the opportunity to:

- Identify and apply clear, meaningful, and powerful communication strategies in small groups.



Games Leaders Play
(2:30 – 3:30 pm)

Lou Russell

You likely have multiple books on your bookcase with leadership games and activities. In each one, the author shares with you exactly what topic that leadership interaction maps to—for example, conflict resolution, team building or strategic planning. In fact, you can modify pretty much any leadership activity to fit your audience and their learning gap with minimal effort. Join Lou and play with a handful of leadership games, learning collaboratively how you can adapt them to other situations.

During the session, participants will have the opportunity to:

- Use outcome based questions to determine the best activity.
- Identify and work within the constraints of a learning experience.
- Carefully walk in the shoes of your learners to help them get from where they are to where they can go.
- Use lecture as a last resort.

Concurrent Sessions: Knowledge Transfer



Remember This! The Brain Science of Learning & Memory
(11:00 – 12:00)

Scott Crabtree

Constant change means constant learning, and if we aren't careful, constant forgetting. Learn how to teach, learn and remember more effectively in this practical session grounded in science.

Discover:

- How creating a “memory palace” is key to remembering important information
- Why doorways are dangerous to your memory
- What foods boost your brain and memory
- Why spaced out learning is better learning

This highly interactive session will improve your ability to learn and grow. This is one session you will not forget!

During the session, participants will have the opportunity to:

- Learn and practice the key concept of a “memory palace” to boost memory retention and recall.
- Fill that memory palace with over ten important concepts from the brain science of learning and memory.
- Discover why and how doorways are dangerous to learning, and how to overcome that problem.
- Experience learning-enhancing strategies that can be applied to any teaching.



How Brain Science Helps the World's Largest Brands Tell Better Stories Training Partner
(1:15 – 2:15 pm)

Janine Kurnoff

Janine Kurnoff will showcase how visual storytelling is squarely rooted in cognitive neuroscience. She will once and for all dispel the myth that storytelling is just for marketers, or visuals are just for graphics people.

Both storytelling and visuals profoundly help business communications because they combine left and right brain thinking. Kurnoff will give an overview of how storytelling stimulates the context-seeking left brain, helping organize new ideas, and getting them “filed” permanently. She will discuss how reciting data or facts without a story makes it difficult for an audience to process and organize the information. Kurnoff also delves into how stories build a critical emotional connection formed by the right brain. Why is it so critical? Because all action springs from emotion.

During the session, participants will have the opportunity to:

- Learn the fundamental neuroscience behind presentations that grab hold of an audience and ones that bore them to tears.
- Learn how storytelling and visual thinking are key methods to reach audiences.
- Actively practice weaving their big idea through a storytelling framework.



Give Your Audience ARMS: What Trainers Can Learn from Game Designers
(2:30 – 3:30 pm)

Scott Crabtree

Let's play, and get our colleagues playing too! How can you bring more interaction and fun to your talent development? By learning from those who build interaction and fun full time: game designers. ‘Gamification’ is the process of applying game design techniques to just about anything. Learn how to ‘Gamify’ your programs so your colleagues have more fun, and become more engaged.

We'll explore questions such as:

- What's a game-like way to get someone ‘addicted’ to your instruction?
- What do power-ups and badges have to do with people engaging with your goals?
- How does playing help learning?
- How can you ‘gamify’ your programs when you aren't a game designer?

Come to this session and walk away with the answers... and a big smile on your face!

During the session, participants will have the opportunity to:

- Discover key human motivators that can keep us engaged in learning.
- Learn how to apply principles from the masters of interaction and fun: game designers.
- Discover how play and learning go hand in hand.

Concurrent Sessions: The Science of Learning

TBD
(11:00 – 12:00)



Training the Google Way: How to Guarantee Learning Transfer and Sustainable Corporate Change
(1:15 – 2:15 pm)

Art Kohn

As trainers, our success is measured by whether we can get people to transfer learning and behave differently. In this session Google training consultant Dr. Art Kohn examines scientific research demonstrating how to produce sustainable learning transfer and behavior change. He will describe how Google uses specific technologies and incentive programs that are tailored to maximize a person's "readiness for change."

During the session, participants will have the opportunity to:

- Learn five keys to creating learning transfer in individuals.
- Learn three keys to create cultural change in whole organizations.
- Learn how popular behavior change myths can interfere with successful transfer of learning.
- Learn strategies to encourage executive buy-in on programs that promote learning transfer.



Achieving Lasting Behavioral Change: Brain Science Isn't Rocket Science
(2:30 – 3:30 pm)

Michael Beck

Whether you're selling your ideas or selling an initiative, influencing people and gaining buy-in are critical for success. Without buy-in, engagement is minimal and results are generally mediocre. Neuroscience helps explain why some people are more resistant to new ideas than others are.

In this session, we'll learn about the roadblocks to change that exist, along with how to counter them. Participants will leave with practical strategies to increase the speed and degree of buy-in for their ideas and initiatives.

During the session, participants will have the opportunity to:

- Learn how the brain either supports or rejects new ideas.
- Gain practical strategies for putting this knowledge to use in order to become more persuasive.

Speaker Biographies



Michael Beck is an executive coach, business strategist and author. He works with executives to improve their leadership effectiveness, broaden their strategic thinking, and create a stronger executive presence. His credentials include an MBA in Finance from the Wharton School of Business along with degrees in Engineering from the University of Pennsylvania. Michael is a regular contributor to a variety of leadership publications, is the author of the book *Eliciting Excellence*, has a Black Belt in self-defense, once ranked 118th in the world in a rowing competition, and is a competitive dart player!



Rachel Boehm is a nonverbal communications coach and trainer for FORTE, a consulting firm located in Portland, Oregon that teaches people to communicate their real selves in a way that connects with their audience. FORTE works with Fortune 500 companies, government and professional organizations, top law firms and private attorneys.

Rachel Boehm has worked for over ten years in the communications field. She researches and analyzes nonverbal communication, and works together with FORTE's founder & CEO, Sari de la Motte, to develop workshops, presentations, and consulting programs. Rachel delivers public workshops, corporate trainings, and keynotes on communication. She consults one-on-one with clients at FORTE's downtown office

location. Rachel also blogs regularly at www.nonverbalforte.com.



Skyler Corbett is a Visual Artist, Web Developer, and User Experience /User Interface Designer based in Portland, Oregon. A member of the Computer Human Interaction Forum of Oregon and a former speaker at Open Source Bridge, he has developed websites and user interfaces as a private consultant to universities, non-profits, small businesses, and government contractors. The desire to enhance the user experience and make knowledge transfer easier for users of technology drives his work. He can be reached online at his website <http://www.skycorbett.com>



Roger Courville is the first speaker in the world to earn his CSP with a predominantly virtual business model. Once dubbed "The Michael Jordan of Virtual Presentations," Roger is a multi-book author, award winning writer, and multi-company entrepreneur. His work includes working with organizations as diverse as FedEx, Australia Institute of Training and Development, American Management Association, US Bank and, of course, ATD Cascadia.. And he loves Habaneros.



As the Founder and Chief Happiness Officer at Happy Brain Science, **Scott Crabtree** empowers individuals and organizations to apply findings from cutting-edge neuroscience and psychology to boost productivity and happiness at work. Scott's audiences range from intimate groups of five CEOs to groups of thousands at conferences. Recent clients include Microsoft, Bose, Blizzard Entertainment, and Dreamworks. His insights have been quoted in *Inc.*, *InfoWorld*, *Fortune*, and *VentureBeat* among other publications.

In his 25-year career, Scott has served as a leader in game development and software engineering. He's founded startups and worked at a variety of technology companies large and small. In early 2012, he resigned his position as Tech Strategist at Intel to pursue his passion full time: helping people apply science to be happier and more successful.

"I loved making games and apps," he says, "But when I began to delve into the science of happiness, I realized that I was onto something. Beyond just being pleasant, happiness at work can significantly increase productivity, creativity, and engagement. It makes for better organizations and more successful people."

Scott holds a B.A. in Cognitive Science from Vassar College. When he is not immersed in scientific data, he loves spending time with his wife, young daughters, and mutt, especially in nature, and also enjoys playing with his rock band. He lives in Portland, Oregon.

Speaker Biographies



Matt Donovan, Vice President of GP Strategies content development services, has an M.S. in instructional systems technology from Indiana University. He has more than

20 years' experience crafting training and development solutions with a focus on formal instructional design principles and the use of problem-based learning.

Located in Bloomington, Indiana, Mr. Donovan has led the production of more than 400 custom training and performance improvement programs for Fortune 500 companies across a wide range of subject areas, including compliance, ethics, marketing, manufacturing, research, sales, technology, and product training. His teams have earned industry recognition, including multiple Brandon Hall and Horizon Interactive awards. Selections from those award-winning courses have been highlighted as exemplars in e-learning publications.

His corporate clients include Abbott Laboratories, Agilent Technologies, Horizon BCBS of New Jersey, Lilly, Microsoft, Nike, Pfizer, Prudential, Roche, Takeda, and Toyota. He has also worked with top business schools, including Carnegie Mellon's Tepper School of Business, Stanford Graduate School of Business, Columbia Business School, and the University of Chicago Booth School of Business.

Matt has presented at several national and international learning conferences, including ISPI, ATD, e-Learning Guild, and SPBT. He was named one of the Top Ten International Trainers Under

40 by Training Magazine. ISPI has presented him with multiple presidential citations to recognize his creation and continuing coordination of the Annual HPT Case Competition.



Professor Art Kohn earned his PhD in cognitive science at Duke University and he is a professor of Business at Portland State University. His research explores how online training can produce

learning and learning transfer. He was awarded the National Professor of the Year award from the American Psychological Association and he won a Fulbright Fellowship in cognitive psychology and a second Fulbright Fellowship in distance education. He consults with the Centers for Disease Control on using social messaging for addressing HIV in the developing world. He is the author of *Communicating with Psychology* and he develops interactive media products for higher education and for corporate training.

Dr. Kohn's research explores how online training can produce learning and learning transfer. He consults with the Centers for Disease Control on using social messaging for addressing HIV in the developing world and develops interactive media products.



Bethanne Kronick is an experienced speaker, productivity strategist, author and consultant who has successfully helped her clients learn practical strategies to improve their systems and workflow for over fourteen years. She is passionate about bringing productivity, balance and wellness to people at work and in life. She will inspire you to take control of your time so you can do the things you are passionate about.

As a member of the National Speakers Association (NSA) Bethanne has presented to the following organizations: Port of Portland, Portland General Electric, OHSU, Meeting Professionals International, AAA Oregon/Idaho, Portland Public Schools, Clean Water Services, and many others.

When she is not working with her clients, Bethanne is a world record holder and Master's National Champion rower and loves to eat ice cream! Learn more about Bethanne and her company, SIMPLIFY!, at www.simplifynw.com.

When she is not working with her clients, Bethanne is a world record holder and Master's National Champion rower and loves to eat ice cream! Learn more about Bethanne and her company, SIMPLIFY!, at www.simplifynw.com.



Janine Kurnoff is principal and founder of The Presentation Company, a business communications firm that specializes in innovative online and onsite presentation skills

training. Janine's firm helps train business professionals to communicate ideas visually—using classic storytelling techniques.

As lead visionary at TPC, Janine thrives on optimizing the ways she can help professionals

Speaker Biographies

present their ideas in a manner that is captivating and results-driven. With a diverse background in international business, sales, and broadcasting, Janine brings a fresh perspective to today's multimedia business presentations.

Janine is a web-conferencing expert, presentation design expert and a certified Microsoft PowerPoint specialist. Founded in 2001, The Presentation Company has worked with some of the world's largest brands including Facebook, Apple, Microsoft, HP, Pepsi, AT&T and the Stanford Graduate School of Business.



Lou Russell is the CEO/Queen of Russell Martin & Associates, a n executive consultant, speaker and author whose passion is to grow companies by growing their people. She is the author

of *The Accelerated Learning Fieldbook* , *Project Management for Trainers*, *Training Triage*, *IT Leadership Alchemy*, *Leadership Training* , *10 Steps to Successful Project Management* and *Managing Projects*.

Through speaking, training and writing, Lou draws on 30 years of helping organizations achieve their full potential. She inspires improvement in leadership, project management and individual growth. Lou's upbeat style and humorous stories about on-the ground experiences will give you the passion and tools to improve the bottom line. You will be moving, laughing, participating, inspired and challenged. Most importantly to Lou, you will learn.

Conference Information

Continuing Education Credits (CEUs)

CEUs and college credit available.

- CPLP – Self certify for 5 recertification hours.
- PSU – One hour elective credit for 10 contact hours, includes full conference attendance, research paper, other activities. \$60 fee plus registration fee.
- HRCI / SHRM – Self certify for 5 recertification hours
- ISPI – Self certify for 5 recertification hours.

Mobile App

The conference schedule and materials will be available through the mobile event app called Guidebook. Information will be updated right up through the conference so check back often.

Conference Site

Sheraton Airport is the location for the conference. We have the entire facility for meeting space.

JumpStart CyberCafe

Visit the JumpStart CyberCafe for all your internet needs while at the conference. Charging station available.

Evening Networking

Join your peers after the conference for good food and great conversation with hors d'oeuvres and a no-host bar.