



# Conference Program

MARCH 11-13, 2020

*Big Insights in the Big Easy*

# MTM Impact Symposium 2020

---

## About Explorance

Explorance is a Journey Analytics provider that empowers organizations in making the right decisions with fact-based feedback data. Through its main offerings Blue and Metrics That Matter (MTM), Explorance is at the heart of the learning organization's continuous improvement strategy.

Founded in 2003, Explorance is headquartered in Montreal with business units in Chicago, Chennai, Melbourne, Amman, London, and Amsterdam. Since 2014, Explorance has been consecutively ranked as a top employer by the Great Places to Work Institute®. Explorance's clients include a wide variety of learning organizations from various segments including academia, enterprise, consulting, and government across the globe. Learn more about the [Explorance approach](#).



## About MTMImpact Community

Explorance is honored to sponsor the MTMImpact Community's learning activities. The MTMImpact Community is a united family of Explorance's Metrics That Matter and Blue suite of products and solutions users. It is a place for HR and L&D professionals and leaders to meet, share experiences, discuss and learn from one another about measuring and communicating the impact of the talent management and learning function for organizations with MTM and Blue Suite. The MTMImpact Community hosts an annual Symposium to connect the MTM and Blue community members, share and grow. With a focus on connecting and learning, the MTM Impact Community creates a stronger community and an elevated impactful learning experience for all. Visit [MTMImpact.com](https://www.mtmimpact.com) for upcoming learning events, community job postings and more. Follow the [MTMImpact Community on LinkedIn](#) and join the conversation!

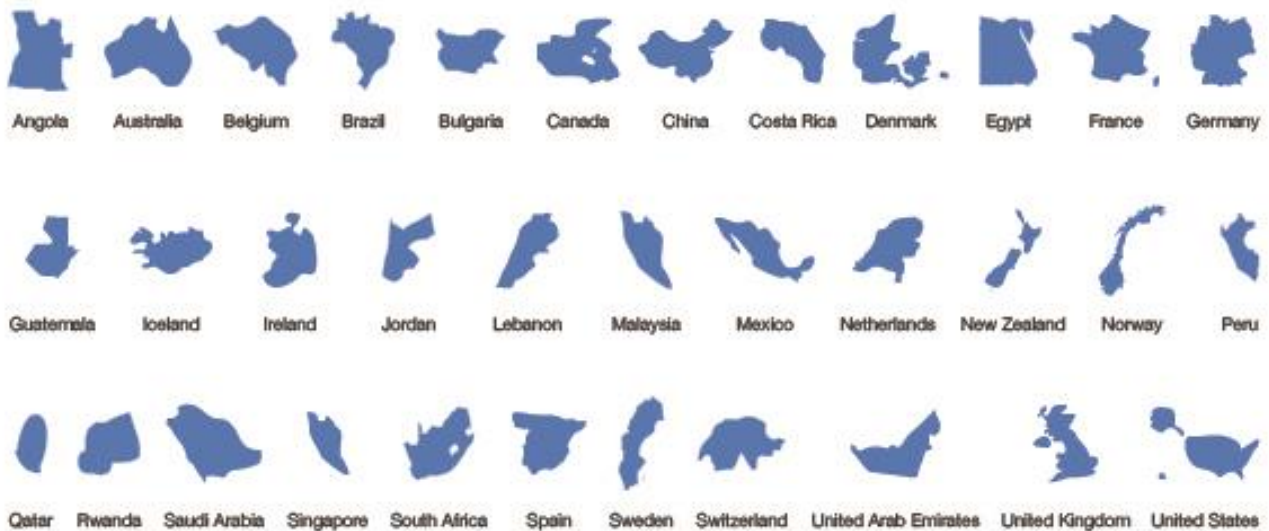


**Explorance**

- Explorance Office
- Explorance Satellite Employee
- 215 global employees

**Customers Worldwide**

- 34 Countries
- 600+ Institutions and organizations



## Keynote Speakers



### **Sara Canaday, CEO of Sara Canaday & Associates**

As a respected leadership and career consultant, author and compelling speaker, Sara has a unique gift for connecting and communicating with her audiences to propel them from light-bulb-moment insight to strategic change. She helps people identify the professional blind spots that are preventing them from taking their careers – and their companies – to the next level. Sara’s professional career spans 20 years and includes sales, leadership, and executive roles at USAA and Texas Mutual. She served as principal consultant for Empowerment Enterprises before opening her own consultancy, Sara Canaday & Associates, in 2009.

Sara is a member of the National Speakers Association, a leadership instructor for LinkedIn Learning and is an adjunct Executive Coach with the Center for Creative Leadership. She has been featured in a number of publications and broadcasts, most notably *Forbes*, *Entrepreneur Magazine*, *The Wall Street Journal*, and the American Management Association’s *Leadership Wired*. Sara is also the author of a popular business book, *You – According to Them: Uncovering the blind spots that impact your reputation and your career* and her new book, “*Leadership Unchained*”.



### **Joe Knytych, Staff Vice President – Human Resources, Anthem, Inc.**

As Head of Talent Analytics & Acquisition for Anthem, Inc., Joe leads 100+ HR professionals and has full accountability for recruiting, people analytics, and employee engagement. He provides leadership and sets the strategy to acquire 15,000 of the best and brightest new hires each year. His teams deliver data and insights that inform workforce decisions and investments impacting 65,000+ employees, creating a spectacular work experience and demonstrating clear business value for this Fortune 30 Company.

In past roles, Joe led both Talent Management and Talent Development teams at Blue Cross & Blue Shield (HCSC) to national recognition for demonstrated business value and innovative practices. He holds an M.B.A in General Management, as well as a Master’s degree in Human Resource Development, and has a patent pending for co-designing an digital listening application, enabling a modern and continuous feedback channel related to workforce sentiment.

## Speak with Explorance Staff

Wednesday, March 11			
<b>"I need help" (Customer Support station)</b>	Steve Lange Senior Consultant	Dave Gamblin Director, Enterprise Customer Success	Katie Burgess Customer Success Manager
<b>"I have feedback" (Product Management station)</b>	Katie Nielsen Senior Product Manager	David Behrns Senior Product Manager	Eric Matson Product Manager
<b>"I want to see what's available" (Demo station)</b>	Tyrel Anderson Solutions Engineer	Nitin Sharma Product Analyst	Francois Beneteau Solutions Engineering Manager
Thursday, March 12			
<b>"I need help" (Customer Support station)</b>	Steve Lange Senior Consultant	Dave Gamblin Director, Enterprise Customer Success	Katie Burgess Customer Success Manager
<b>"I have feedback" (Product Management station)</b>	Katie Nielsen Senior Product Manager	David Behrns Senior Product Manager	Eric Matson Product Manager
<b>"I want to see what's available" (Demo station)</b>	Tyrel Anderson Solutions Engineer	Nitin Sharma Product Analyst	Francois Beneteau Solutions Engineering Manager
Friday, March 13			
<b>"I need help" (Customer Support station)</b>	Steve Lange Senior Consultant	Dave Gamblin Director, Enterprise Customer Success	Katie Burgess Customer Success Manager
<b>"I have feedback" (Product Management station)</b>	Katie Nielsen Senior Product Manager	David Behrns Senior Product Manager	Eric Matson Product Manager
<b>"I want to see what's available" (Demo station)</b>	Tyrel Anderson Solutions Engineer	Nitin Sharma Product Analyst	Francois Beneteau Solutions Engineering Manager

# MTM Impact Symposium 2020 Tracks

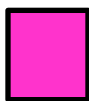
These are meant only as guides, not fixed guard rails.  
We encourage you to attend sessions that pique your interest.



## **Establishing the learning measurement roadmap**

Topics include implementation, integration, KPIs, building a business case for measurement, and building support for tools, standards and processes.

- This track tends to align with clients who are new to using MTM.



## **Building a learning measurement and data culture**

Topics include operationalizing processes, automating processes, aligning to business needs, building data literacy, making processes sticky, educating stakeholders, making decisions with data, and recommending actions.

- This track is usually for organizations that have been using MTM for multiple years.



## **Driving L&D's value for the business**

Topics include optimizing the way Metrics That Matter is used, expanding the use of MTM to other business units, automating insights, conducting special projects (impact studies), moving beyond L&D measurement, and conducting advanced analytics.

- This track is usually for organizations that have been using MTM for multiple years.



## **Measuring the employee journey beyond learning: Hire to Retire**

Topics include measurement tools besides MTM, feedback tools for critical HR milestones like recruitment, onboarding, employee engagement, 360s, etc.

- This track is for anyone who is looking to innovate by measuring employee experience besides learning.

## Program at a Glance – Day 1

<b>8:00 AM to 9:00 AM</b>		<b>7:30 AM – 5:00 PM</b>	
<b>Breakfast</b>		<b>Conference Registration</b>	
<b>9:00 AM – 12:00 PM</b>			
<p><b>Pre-conference Workshop</b>          Optimizing Your Analytical Processes to Drive Learning Insights and Improvement with MTM  <b>Instructors:</b> Erika Cost &amp; TBD</p>	<p><b>Pre-conference Workshop</b>          Aligning L&amp;D's Value to Business Drivers – Using a Portfolio Evaluation Model to Demonstrate Impact  <b>Instructors:</b> Cristina Hall &amp; Bethany Remely</p>	<p style="text-align: center;"><b>Community Meetups</b>          Blues Community meetup</p>	
<b>12:00 PM to 1:00 PM</b>			
<b>Lunch</b>			
<b>1:00 PM to 1:10 PM</b>			
<p><b>Welcome and Opening Remarks</b>          Yeona Jang, Explorance</p>			
<b>1:10 PM to 2:10 PM</b>			
<p><b>Opening Keynote: <i>You, According to Them: Why Your Professional Brand Isn't All About You</i></b>          Sara Canaday</p>			
<b>2:10 PM to 3:00 PM</b>			
<p><b>Explorance CEO Update, Looking Forward</b>          Samer Saab, Explorance</p>			
<b>3:00 PM to 3:10 PM</b>			
<b>Break</b>			
<b>3:10 PM to 3:40 PM</b>			
<b>Connecting for Transformation: Street Artists</b>			
<b>3:40 PM – 4:25 PM</b>			
<p style="text-align: center;"><b>Session</b>          Our Year One Story  <b>Presenter(s):</b> Omnicom Group Inc.</p>	<p style="text-align: center;"><b>Session</b>          The Virtuous Feedback Cycle Drives Continuous Improvement  <b>Presenter(s):</b> Cisco Systems</p>		
<p style="text-align: center;"><b>Session</b>          A Data-Driven Day-to-Day Equals Impact and Change  <b>Presenter(s):</b> Trinity Health</p>	<p style="text-align: center;"><b>Session</b>          Employee Experience Management with Blue  <b>Presenter(s):</b> Mohammed Sheraidah, Explorance</p>		

<b>4:30 PM to 5:00 PM</b>
What's New and Valuable for Readers in Learning Analytics (2nd Ed)? <b>Authors/Panelists:</b> John Mattox, Peggy Parskey and Cristina Hall <b>Moderator:</b> Justin Taylor
<b>5:00 PM to 5:10 PM</b>
<b>Presentation of Charity Check (\$3,000)/ Door Prize Drawing (must be present to win)/ Close for the Day</b>
<b>5:10 PM to 7:30 PM</b>
<b>Cocktail Reception</b>



## Program at a Glance – Day 2

8:00 AM to 9:00 AM	7:30 AM – 5:00 PM
<b>Breakfast</b>	<b>Conference Registration</b>
<b>9:00 AM to 9:55 AM</b>	
<b>Keynote: Channeling Anthem’s Employee Voice, From Hire to Retire</b> Joe Knytych, Anthem	
<b>10:00 AM to 10:45 AM</b>	
<b>MTM Product Updates</b> Presenters: Justin Taylor & Cristina Hall, Explorance	
<b>10:45 AM to 11:15 AM</b>	
<b>Morning Coffee Break</b>	
<b>11:15 AM – 11:55 AM</b>	
<b>Session</b> Getting Started Down the MTM Journey <b>Presenter(s):</b> Cardinal Health	<b>Session</b> Our Leadership Development Impact Story <b>Presenter(s):</b> Ascension Healthcare
<b>Session</b> TBD <b>Presenter(s):</b>	<b>Session</b> Anthem’s experience in Employee Experience Management with Blue <b>Presenter(s):</b> Anthem & Explorance
<b>12:00 PM to 1:00 PM</b>	
<b>Lunch</b> Connecting for Transformation - continues	
<b>1:00 PM – 1:45 PM</b>	
<b>Session</b> TBD <b>Presenter(s):</b>	<b>Session</b> The Value of an Impact Study with Blue <b>Presenter(s):</b> Abbvie & Explorance
<b>Session</b> TBD <b>Presenter(s):</b>	<b>Session</b> Enhancing Employee Engagement through an Innovative Social Collaboration and Feedback Technology, Bluepulse <b>Presenter(s):</b> Nitin Sharma, Explorance

<b>1:50 PM – 2:35 PM</b>	
<b>Session</b> Demonstrating Value with MTM: A Learning Leader’s Perspective <b>Presenter(s):</b> Heartland Dental	<b>Session</b> Building a Learning Measurement Ecosystem with MTM <b>Presenter(s):</b> Schlumberger
<b>Session</b> TBD <b>Presenter(s):</b>	<b>Session</b> BlueX - Forms and Surveys at the fingertips of everyone in your organization <b>Presenter(s):</b> Francois Beneteau, Explorance
<b>2:35 PM to 3:05 PM</b>	
<b>Afternoon Coffee Break</b>	
<b>3:05 PM – 3:50 PM</b>	
<b>Session</b> Advanced Use of Data from MTM using Tableau <b>Presenter(s):</b> PPD	<b>Session</b> Changing the L&D Measurement Game: Feedback Processes for Informal Learning Strategies <b>Presenter(s):</b> Cristina Hall & Justin Taylor, Explorance
<b>Session</b> Using Engagement Data to Enhance the Employee Journey <b>Presenter(s):</b> Clarkston Consulting	<b>Session</b> Using Data to Report against a Talent Management Scorecard <b>Presenter(s):</b> TIAA
<b>3:55 PM to 4:45 PM</b>	
<b>Panel:</b> <b>The Past and the Future of Human Capital Analytics</b> <b>Panelists:</b> Jeff Higgins, Human Capital Management Institute; Jac Fitz-Enz, The Human Capital Source <b>Facilitator:</b> John Mattox, Explorance	
<b>4:45 PM to 5:00 PM</b>	
<b>Presentation of Charity Check (\$5,000)</b> <b>Door Prize Drawing (must be present to win)</b> <b>Close for the Day</b>	
<b>6:30 PM to 9:30 PM</b>	
<b>Social Dinner (Venue: TBD)</b> Meet at the hotel lobby by 6:00 PM	

## Program at a Glance – Day 3

<b>8:00 AM to 9:00 AM</b>	<b>7:30 AM – 5:00 PM</b>
<b>Breakfast</b>	<b>Conference Registration</b>
<b>9:00 AM – 9:40 AM</b>	
<div style="background-color: #007bff; height: 15px; width: 100%;"></div> <p style="text-align: center;"><b>Session</b> Implementing MTM: General Guidance and Best Practices <b>Presenter(s):</b> Alan Kully, Explorance</p>	<p style="text-align: center;"><b>Session</b> TBD <b>Presenter(s):</b></p>
<div style="background-color: #28a745; height: 15px; width: 100%;"></div> <p style="text-align: center;"><b>Session</b> Driving Value for the Business <b>Presenter(s):</b> Ameriprise Financial</p>	<div style="background-color: #e91e63; height: 15px; width: 100%;"></div> <p style="text-align: center;"><b>Session</b> Linking Training to Performance with MTM SmartSheets <b>Presenter(s):</b> John Heffernon &amp; John Mattox, Explorance</p>
<b>9:50 AM – 10:35 AM</b>	
<p style="text-align: center;"><b>Session</b> TBD <b>Presenter(s):</b></p>	<p style="text-align: center;"><b>Session</b> TBD <b>Presenter(s):</b></p>
<p style="text-align: center;"><b>Session</b> TBD <b>Presenter(s):</b></p>	<div style="background-color: #e91e63; height: 15px; width: 100%;"></div> <p style="text-align: center;"><b>Session</b> Implementing Blue for 360 <b>Presenter(s):</b> David Norenberg &amp; Tyrel Anderson, Explorance</p>
<b>10:35 AM – 11:00 AM</b>	
<b>Morning Coffee Break</b>	
<b>11:00 AM – 12:00 PM</b>	
<b>Closing keynote speech:</b> TBD	
<b>12:00 PM to 1:00 PM</b>	
<p style="text-align: center;"><b>Lunch</b></p> <p style="text-align: center;"><b>12:45PM: Presentation of Charity Check (\$10,000)</b> <b>Door Prize Drawing (must be present to win)</b> <b>Closing Remarks</b></p>	

## Get involved with the MTM Impact Community:

**Facebook:** MTM Impact Community

**LinkedIn:** The Metrics That Matter Impact Community

**Twitter:** @MTM\_Impact

**And MTM Impact Community-led and Explorance-led Learning Webinars!**

Visit [www.mtmimpact.com](http://www.mtmimpact.com) for full details  
Or [MTMimpact@explorance.com](mailto:MTMimpact@explorance.com)

# Pre-conference Learning Activity Descriptions

## Wednesday, March 11

**Workshop: Enhance Your Analytical Processes and Drive Learning Insights and Improvement with MTM**

**Instructors: Erika Cost & TBD, Explorance**

Take your data analysis and stakeholder presentations to the next level! This 3-hour workshop will give you hands-on practice with the analytical process of getting insights from your MTM data to present a clear story and action plan to your stakeholder audience. This session covers in-depth:

- Leveraging the intelligence within MTM's Key Driver Analysis and Learner Comment Analysis to obtain insights into your organization's performance wins and opportunities
- Using Data Explorer and Ready Reports for in-depth exception and pattern analysis
- Finding the story within your data
- Action planning for improvement

Attending a [Learning Analyst Training](#) for basic knowledge and skill in conducting root-cause analysis and building data presentations prior to this pre-conference workshop will be beneficial.

**Workshop: Aligning L&D's Value to Business Drivers – Using a Portfolio Evaluation Model to Demonstrate Impact**

**Instructors: Cristina Hall & Bethany Remely, Explorance**

Gain greater executive buy-in and more confidently demonstrate the business impact of your training programs by adopting the MTM Portfolio Evaluation Methodology! At the conclusion of this three hour workshop, you will have a solid foundation on which to implement this approach within your organization, including gaining insights into:

- The basics of MTM's proprietary portfolio methodology
- The benefits of aligning training assets to business drivers
- How to administratively implement this approach within MTM
- Executive reporting best practices
- Success stories from MTM clients that have adopted this methodology

**Community: Blues Community Meetup**

**Co-chairs: Dennis Uhnavey, BCBS Michigan & Charles Tomberlin, BCBS Alabama**

At the MTM Impact Symposium 2019, attendees from various Blue Cross Blue Shield organizations expressed interests in connecting to share and discuss their unique requirements while implementing learning measurement with MTM. We heard you, and we've taken action. Join the Blues Community meetup and connect with your industry colleagues to share, discuss, and problem-solve together.

## Keynote Speech Descriptions

### Wednesday, March 11

**Keynote:** You, According to Them: Why Your Professional Brand Isn't All About You

**Speaker:** Sara Canaday, CEO of Sara Canaday & Associates,  
Leadership Expert, Branding Strategist, Speaker and Author

The strangest thing about your professional brand is that *you don't really own it*. Of course, you get to create the picture that the rest of the world recognizes as YOU: the way you present yourself, the words you say, the work you deliver. But after that, it's all up to the people around you. Their perceptions and experiences are ultimately what determines if they want to be influenced by you, work with you, and even promote you. And that changes everything! Or, at least, it should. In this keynote, Sara Canaday will guide you through a proven process to "get real" about your professional brand and upgrade the way others experience you. She uses a bold combination of stories, research, humor, and humility to redefine what it means to really deliver on your brand promise. Best of all, Sara will give you the tools you need to immediately translate your brand into powerful momentum for greater success.

### Thursday, March 12

**Keynote:** Channeling Anthem's Employee Voice, from Hire to Retire

**Speaker:** Joe Knytych, Staff Vice President – Human Resources, Anthem, Inc.

Today, customers demand experiences tailored to their preferences and values – as individuals, not segments, at lower levels of effort and complexity. Similarly, employees' demands are changing, and HR leaders want to get ahead of these demands to create a better employee experience. This requires understanding employees' experiences as employees see them and turning those insights into actionable initiatives with lasting impact. In a world of increased analytical and technological sophistication, many organizations are turning to digital solutions to improve how they listen to employees and to their talent analytics teams to analyze employees' sentiment from "Hire to Retire", ultimately generating insights and recommendations on how to improve the employee experience. Join us to hear more about Anthem's journey and success story!