



# Virtual Experience Program

MARCH 11-13, 2020

*Big Insights in the Big Easy*

## 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, and London. 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](#).

## Employee Journey Analytics (EJA)

The Employee Journey Analytics (EJA) platform is an integrated end-to-end system that captures all employee feedback from hire to retire in a single repository and provides a comprehensive picture to make the right decisions. EJA merges data across various systems, includes continuous listening, and has advanced decision support capabilities for deeper insights and full context. Learn more at the EJA Lounge.



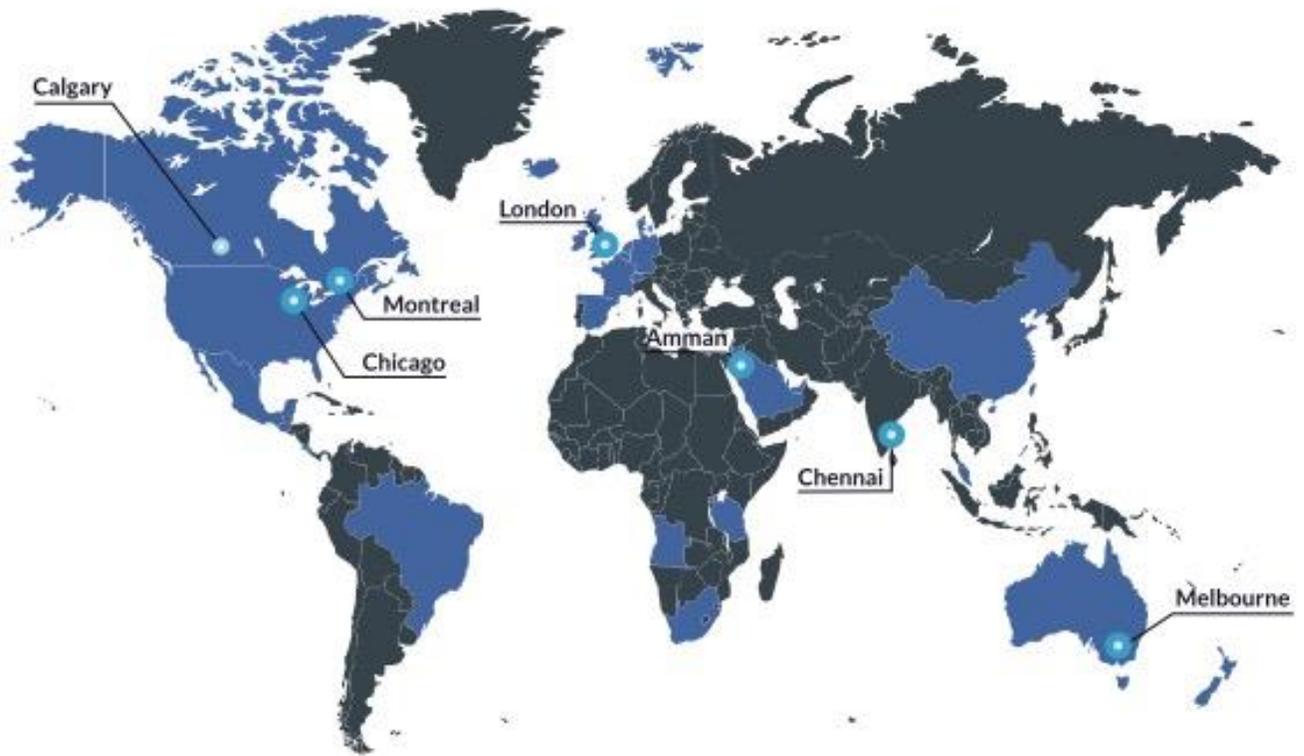
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**Explorance**

- Explorance Office
  - Explorance Satellite Employee
- 250 Employees

**Customers Worldwide**

- 45 Countries
- ~1000 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.**

Joe is a data-driven executive with experience and expertise leading various HR functions including talent acquisition, talent management, people analytics, and learning and development. Focused on creating workforce strategies that accelerate tangible results and create a spectacular employee experience.

As Head of Talent Acquisition & Analytics for Anthem, Inc. (Fortune 30), Joe leads 150+ HR professionals and has accountability for recruiting, people analytics, and the employee listening strategy. He provides leadership and sets the strategy to acquire 18,000 of the best and brightest new hires each year. His teams deliver data and insights that inform workforce decisions and investments impacting 70,000+ employees. In past roles, Joe led Talent Management, Learning, and Leadership Development teams at Blue Cross & Blue Shield to national recognition for demonstrated business value and innovative practices.

He holds a master’s degree in human resource development, and a B.A. in Speech & Communications from the University of Illinois, as well as an M.B.A in General Management from Keller Graduate School of Management. Joe is certified in various talent assessment methodologies, and he has a U.S. patent pending for co-designing a digital listening application, enabling a modern and continuous feedback channel related to workforce sentiment.

## Virtual Experience Program at a Glance (Central Time)

Day	Time (Central Time)	Topic
March 11	10:00 AM to 10:05AM	<b>Welcome and Opening Remark</b> Justin Taylor & Yeona Jang, Explorance
March 11	10:05 AM to 11:00 AM	<b>Opening Keynote: You, According to Them: Why Your Professional Brand Isn't All About You</b> Keynote Speaker: Sara Canaday
March 11	11:00 AM to 12:00 PM	<b>Employee Journey Analytics (EJA): The Voice of Your Employees Matter, and So Does Their Silence</b> Justin Taylor, Explorance
March 11	12:00 PM to 12:15 PM	<b>Break</b>
March 11	12:15 PM to 1:00 PM	<b>Using Engagement Data to Enhance the Employee Journey</b> Presenter(s): Clarkston Consulting
March 11	1:00 PM to 1:45 PM	<b>Employee Experience Management with Blue</b> Presenter(s): Anthem & Explorance
March 11	1:45 PM to 2:30 PM	<b>Making the Most of Your Competency Assessment</b> Presenter(s): AbbVie & Explorance
March 11	2:30PM to 3:15 PM	<b>Demonstrating Value with MTM: A Learning Leader's Perspective</b> Presenter(s): Heartland Dental
March 11	3:15 PM to 3:45 PM	<b>Our Year One Story</b> Presenter(s): Omnicom Media Group
March 11	3:45 PM	<b>Close of Day 1</b> Justin Taylor, Explorance
March 12	10:00 AM to 11:00 AM	<b>Keynote: Channeling Anthem's Employee Voice from Hire to Retire</b> Keynote Speaker: Joe Knytych, Anthem
March 12	11:00 AM to 12:00 PM	<b>Explorance Products and Roadmap Ahead</b> Presenter(s): Samer Saab, Explorance
March 12	12:00 PM to 12:15 PM	<b>Break</b>
March 12	12:15 PM to 1:00 PM	<b>Using Data to Report Against a Talent Management Scorecard</b> Presenter(s): TIAA
March 12	1:00 PM to 1:45 PM	<b>Measurement Practices that Drive Measurable Improvements</b> Presenter(s): ConocoPhillips
March 12	1:45 PM to 2:30 PM	<b>Building a Learning Measurement Ecosystem with MTM</b> Presenter(s): Schlumberger
March 12	2:30PM to 3:15 PM	<b>Using Impact Study Results to Market the Effectiveness of Financial Designation Programs</b> Presenter(s): The American College of Finance

Day	Time (Central Time)	Topic
March 12	3:20 PM to 3:50 PM	<b>What's New and Valuable for Readers in Learning Analytics (2<sup>nd</sup> Ed)?</b> <b>Presenters:</b> John Mattox, Peggy Parskey, Cristina Hall <b>Moderator:</b> Justin Taylor, Explorance
March 12	3:50 PM	<b>Close of Day 2</b> Justin Taylor, Explorance
March 13	10:00 AM to 10:45 AM	<b>Driving Business Value by Evaluating and Reporting L&amp;D's Value</b> <b>Presenter(s):</b> Allstate
March 13	10:45 AM to 11:45 AM	<b>The Great Debate: Taking Sides on Critical Measurement Questions</b> <b>Panelists:</b> Ascension; Allstate; Heartland Dental; PPD <b>Moderator:</b> Peggy Parskey, Explorance
March 13	11:45 AM to 12:30 PM	<b>Digging Deeper into Training Evaluation Data to Gain Insights</b> <b>Presenter(s):</b> PPD
March 13	12:30 PM to 1:15 PM	<b>Developing Our Impact Story</b> <b>Presenter(s):</b> Ascension
March 13	1:15 PM	<b>Closing Remarks</b> Justin Taylor & Yeona Jang, Explorance

## 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!

# Virtual Experience Session Descriptions

## Wednesday, March 11

**Title:** Employee Journey Analytics (EJA): The Voice of Your Employees Matter, and So Does Their Silence

**Presenter(s):** Justin Taylor, Explorance

During this session, Justin Taylor will share with you some of the main Explorance highlights and updates since we last met at MTMImpact Symposium at Tucson. He will also share with you how the integration of Metrics That Matter led to the foundation of a key framework that is at the heart of your employee listening, performance engagement and talent analytics strategies - Employee Journey Analytics (EJA).

**Title:** Using Engagement Data to Enhance the Employee Journey

**Presenter(s):** Clarkston Consulting

You have launched an employee engagement survey, but are not experiencing the full return on value – why? Data is touted as the silver bullet for any organizational woe but actualizing that data for real insights and decisive action remains a challenge for most businesses. Employee engagement data transforms into insights for organizational leadership when supported by an intentional survey program. This session will help you re-examine and reconceptualize your engagement survey to drive truly actionable insights. With a consultative approach focused on culture, process, and of course, your people, attendees to this session will better understand how to cultivate a comprehensive survey program that brings engagement data to life.

**Title:** Employee Experience Management with Blue

**Presenter(s):** Anthem & Explorance

The employee experience is a key driver of engagement and productivity, but the connections between experiences and engagement vary from organization to organization, person to person. Measurement is essential to capture these differences. The quality of insight from the data collected depends greatly on reliable data that covers the subject being analyzed. In this session, we will explore how you can leverage Blue to gather data about an employee's experiences through their journey from hire to retire and beyond.

**Title:** Making the Most of Your Competency Assessment

**Presenter(s):** AbbVie & Explorance

AbbVie Inc, a biopharmaceutical company, has placed significant focus on moving Market Access from a functional capability to an organizational capability. It was critical to measure whether their Access Academy was positively impacting the desired outcomes of transforming the organization. Given the long window for results, what can AbbVie discern to determine if the training is building the capability for success? Marlies and Peggy will discuss the journey of developing a measurement approach to evaluate this complex and critical program. They will walk you through the process of developing a logic model, measurement plan, and the instruments to assess capability as well as steps for merging 360 assessment results with an impact study. Finally, they will discuss the advantages of using the Blue Platform and its flexibility in melding standard evaluation and multi-rater assessments.

## Wednesday, March 11

**Title:** Demonstrating Value with MTM: A Learning Leader's Perspective

**Presenter(s):** Heartland Dental

Heartland Dental has a long and successful history of improving business operations for dental offices. Much of the change is driven by training programs. More than two years ago, L&D leaders realized that their training evaluation processes needed to leap forward and saw Metrics That Matter as a valuable tool in their measurement strategy.

Meredith Fulton, Director of Education, oversaw the pilot testing and eventual implementation of Metrics That Matter. During this session, she will share success stories about the value of reporting directly to the CEO, following recommendations from the MTM team, and getting the right people in the right roles. Her experiences, insights, and recommendations will be valuable for new and experienced users of Metrics That Matter.

**Title:** Our Year One Story

**Presenter(s):** Omnicom Media Group (OMG)

Omnicom Media Group (OMG) has one of the best and most robust training offerings among the media conglomerates with an impressive mix of media upskilling, business critical training, and leadership development. Yet, the organization was not measuring its effectiveness. Upon realizing this gap, the Associate Director of L&D, Kimberly Plue, began OMG's partnership with Metrics That Matter. Now, at the close of OMG's first operational year on the platform, Kim will share how her team is changing the conversation around L&D with key stakeholders from butts in seats to business impact. She will also share how OMG established their own benchmarks for learning success and provide insights about some learning curves along the way.

## Thursday, March 12

**Title:** Explorance Products and Roadmap Ahead

**Presenter(s):** Samer Saab, CEO, Explorance

In this session, Samer Saab will share with you some of the main product highlights and updates since we last met at MTM Symposium at Tucson. We will cover the roadmap evolution of Blue, Metrics That Matter and Bluepulse since early 2019, and will give you a view how all these platforms will come together, by the end of 2020 to put at your fingertips a unified and powerful Employee Journey Analytics solution.

**Title:** Using Data to Report Against a Talent Management Scorecard

**Presenter(s):** TIAA

Why are Scorecards and ROI so hard to explain when measuring high potential development programs? How we use data, analytics, benchmarks, and trends tells a compelling story that creates a business case for investing in key talent. It is not just the numbers that can highlight the message, but the themes in comments and unsolicited testimonials build a captivating picture for senior leaders to continue to invest in their high potential talent.

## Thursday, March 12

**Title:** Measurement Practices that Drive Measurable Improvements

**Presenter(s):** ConocoPhillips

The L&D team at ConocoPhillips is a sub-group in Talent Management, and our proven record for last year was around Technical Training courses, not all of L&D, which has experienced some remarkable improvements. Response rates have risen from roughly 50% to more than 90% for all groups who utilize MTM within our company. Additional business units are beginning to show interest in measurement and interest in using MTM. The time to insight has decreased by providing stakeholders with access to data and dashboards. Most importantly, overall course scores for many programs are rising, specifically for our team. Come hear the critical drivers of success that helped transition the measurement processes from unremarkable and somewhat useful to relevant and essential to success. Some of those factors include goal setting, understanding information needs, dedicating a full-time resource to measurement, and truly owning the measuring process.

**Title:** Building a Learning Measurement Ecosystem with MTM

**Presenter(s):** Schlumberger

As a global oilfield services and equipment company, Schlumberger hires and trains thousands of engineers annually at four global learning centers and for many years has been known as a training leader in the industry. Recognizing change in the world and industry, the company identified a need to modernize the approach to learning, running it like a business. Schlumberger will share their transition and actions to date in enabling a learning ecosystem that transitions from two LMSs to one, implements a learning experience platform and other tools while utilizing MTM as a core measurement and analytics system. The L&D team mines and levers the data from MTM to share results quarterly with leaders and sets a plan for continuous improvement.

**Title:** Using Impact Study Results to Market the Effectiveness of Financial Designation Programs

**Presenter(s):** The American College of Finance

The American College of Financial Services is an accredited, non-profit, degree-granting institution that offers degrees and designations that are universally recognized as representing the highest standard in expertise and education. Like other academic institutions, The American College monitors its value in the marketplace. One way it does so is by gathering feedback from professionals who complete designation programs. MTM was hired to gather survey feedback and also analyze performance feedback provided by financial services organizations that enroll many of their employees and advisors for development. Come hear Dave Eurich, Vice President of Business Development at The American College, share why they monitor their marketing effectiveness, why they partnered with MTM to conduct the study, and how they are using the results to continue to enhance education for finance professionals as a market leader.

**Title:** What's New and Valuable for Readers in *Learning Analytics* (2nd Edition)?

**Panelists:** John Mattox, Peggy Parskey & Cristina Hall, Explorance

**Moderator:** Justin Taylor, Explorance

Explorance is proud to announce the publication of the second edition of *Learning Analytics*. This updated edition with two new authors builds on the standards shared in the first edition and provides insights about valuable new measurement approaches including: a value-centered approach, the Portfolio Evaluation Approach, additional KPIs, executive reporting, informal learning and HR analytics. During this session, the authors will share their perspectives on the new edition and what will be most valuable for readers.

## Friday March 13

**Title:** Driving Business Value by Evaluating and Reporting L&D's Value

**Presenter(s):** Allstate Insurance

As a leader in the insurance industry, Allstate strives to serve its clients, employees, and stakeholders. One way is through outstanding development programs designed to prepare learners for current, future, and sometimes entirely different roles. Come hear Sarah Holywell, Senior Manager of Enterprise Learning Operations, share how Allstate is using innovative learning approaches such as micro-credentialing and their Global Learning Week to meet learners at their point of need and help drive performance for the business. Learn how Allstate uses the Portfolio Evaluation Approach for reporting and how data from MTM contributes to highly visible, public reports on Prosperity and Sustainability.

**Title:** The Great Debate: Taking Sides on Critical Measurement Questions

**Panelists:** Ascension; Allstate; PPD

**Moderator:** Peggy Parskey, Explorance

As organizations embark on their measurement journeys, many issues arise that bring passionate opinions to the table. For example, should evaluations focus on quantitative or qualitative data? Or should the evaluations use standard questions or custom questions? And how many questions should we use to evaluate instructor effectiveness? This panel of well-informed and opinionated practitioners will spar over these topics and others to help determine what best practices are available and hopefully reveal which ones you should apply at your organization.

**Title:** Digging Deeper into Training Evaluation Data to Gain Insights

**Presenter(s):** PPD

Compared to some learning organizations, PPD has a robust learning analytics group designed to manage the training evaluation function and provide insights about course effectiveness, instructor quality, and ways that learning products can be improved. PPD's learning team relies on the capabilities of the analytics team as well as the Metrics That Matter (MTM) system for data collection, analysis and standard reporting. This information keeps L&D and business stakeholders informed about which courses are working well and which are not. To continue innovating and providing new insights, the analytics team began extracting MTM's learning effectiveness data and joining it with data from HR and other business areas. In this session, Ryan and John talk about the challenges associated with the data collection and analysis as well as the unforeseen insights gained by using Tableau to create a dashboard for their data.

**Title:** Developing Our Impact Story

**Presenter(s):** Ascension

A key to successful learning analytics is to use data to drive decisions and incorporate the process into your organization's culture. During this session, Ascension will share how they have made an impact on leadership development by addressing the needs of different business units and departments, leveraging standardized practices, and sharing learning insights across the organization.

## Get involved with the Community

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Our webinar series is an example of how you can connect and share experiences to expand your impact.

### Get [Trained and Certified](#) for Professional Development & Learning