Welcome to the Fifth Annual CTR Conference

Wednesday 8.00-8.15

Dave Vance
Executive Director

CTR
Center for Talent Reporting
THANK YOU
CONFERENCE PARTICIPANTS

• Representing more than 50 organizations
• Diverse companies
• Profits, nonprofits, governments, educational institutions
THANK YOU
CONFERENCE SPONSORS

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CEB
WHAT THE BEST COMPANIES DO

BELLEVUE UNIVERSITY’S
HUMAN CAPITAL LAB
INNOVATION @ WORK

ROI INSTITUTE™

Watershed

Center for Talent Reporting
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Executive

Reception

HUMAN CAPITAL MANAGEMENT INSTITUTE

HUMAN CAPITAL MANAGEMENT INSTITUTE
THANK YOU
CONFERENCE SPEAKERS

• Keynoters
  » Roy Pollock, Chief Learning Officer, The 6Ds Company
  » Marianne Parry, Vice President, Human Resources, Deutsche Bank

• Noon Commenter
  » Adri Maisonet-Morales, Vice President, Enterprise Learning & Development, BCBS North Carolina

• Session Speakers and Panelists
THANK YOU
CTR STAFF

• Peggy Parskey
  » Assistant Director, CTR
  » Workshops, certification, case studies

• Andy Vance
  » Director of Operations and Member Support, CTR
  » Event planning and logistics, membership, website, IT

• Kevin Jones,
  » Director of Research, CTR
  » New reports, business acumen resources
THANK YOU
CTR Board and Advisory Council Members

• CTR Board
  » Patti Phillips (ROI)  Jeff Higgins (HCMI)
  » Carrie Beckstrom (ADP)  Jeff Carpenter (Caveo)
  » Cushing Anderson (IDC)  Kimo Kippen (Hilton)
  » Joshua Craver (FIS)  Brenda Sugrue (E&Y)

• CTR Advisory Council
  » Justin Taylor (MTM)  Michelle Eppler (Bellevue HCL)
  » Laura Rexford (Skillsoft)  Edward Wilson (Skillsoft)
The Center for Talent Reporting: The Home of TDRp

- Established October 2012
  - Not-for-profit, 501c(6) organization (used for trade associations)

- Mission
  - Improve and standardize the **measurement, reporting, and management** of human capital to deliver significant business value

- Offerings
  - Webinars
  - Two-day TDRP Basics Workshop
  - Custom Workshops
  - Coaching
  - Corporate memberships
  - Certification and accreditation

- Information at the CTR table
Conference Agenda

• Wednesday
  » Day 1 Welcome
  » Opening Remarks
  » First Keynote
  » Breakout Sessions Round 1
  » Panel
  » Pre-lunch Comments
  » Lunch
  » Breakout Sessions Round 2
  » Breakout Sessions Round 3
  » New Maturity Model and CTR Awards
  » Discussions with Speakers and Sponsors
  » Reception

• Thursday
  » Day 2 Welcome
  » Second Keynote
  » Breakout Sessions Round 4
  » Breakout Sessions Round 5
  » Panel
  » Wrap Up (Free Echos)
Conference Objectives

1. Increase your knowledge of measurement and reporting
2. Improve your ability to manage human capital
3. Increase your knowledge of TDRp
4. Increase your business and financial acumen
5. Learn how others have successfully implemented measurement, reporting and management strategies
6. Network
7. Enjoy yourself
Logistics

• PowerPoints are available on website

• Wi-Fi available in Auditorium, Breakout Rooms, Café
  » No password required

• Breakout rooms in adjacent building
  » E-207, E-208, E-221

• Lunch, Sponsor exhibits in Café on this level
  » Breaks in Building E with breakout rooms

• Shuttle to Grapevine tonight 6-11 pm every 15 minutes
Four Post-conference Workshops

• **Ensuring Results Workshop: Making Sure The Are Results Are Worth Measuring**
  » Facilitated by Roy Pollock, the author of The 6 Disciplines of Breakthrough Learning
  » February 22 pm
  » Learn how to apply The 6 Disciplines of Breakthrough Learning

• **Escape the Reporting Black Hole**
  » Facilitated by Peggy Parskey
  » February 22 pm
  » Improve use of L&D data

• **Creating Your Measurement Strategy**
  » Facilitated by Dave Vance
  » February 23 am
  » How to select the measures that are right for you

• **Measuring Informal Learning**
  » Facilitated by John Mattox
  » February 23 am
  » Latest thinking on an increasingly important topic
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INNOVATION @ WORK™

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Watershed
Welcome to CTR Conference 2018

Metrics That Matter™

Justin Taylor PhD    Director
justin.taylor2@gartner.com
How Gartner Metrics That Matter™ Can Help

Implement a Scalable Measurement Framework to Deliver Analytics and Insights that Enable You to . . .

- Make More Informed Investment Decisions
- Continuously Improve Learning Solutions
- Ensure Alignment with Key Business Outcomes
- Communicate Value of L&D to Senior Leadership

**Built-In Expertise**
- Key Metrics
- SmartSheet™ Evaluations
- Measurement Strategy

**Learning Impact Benchmarks**
- Over 1 billion Data Points
- Integrated in reporting
- Dynamic Filtering

**Automated Insights**
- Scrap Learning
- Business Results
- ROI

**Subject Matter Expert Consulting**
- Strategy
- Analysis
- Capability Development
About Us

Founded in 1966, Bellevue University is a non-profit, fully accredited university with more than 50,000 graduates worldwide. The University is a recognized national leader in preparing students for lifelong success with career-relevant knowledge and skills, while making college affordable. Routinely ranked among the nation's top military-friendly and open access institutions, the University serves students at its main campus in Bellevue, Nebraska, and everywhere online. Bellevue University is accredited by the Higher Learning Commission (hlcommission.org), a regional accreditation agency recognized by the U.S. Department of Education.

Student and Alumni Success Stories

Belief in Our Students

This video conveys Bellevue University's belief that our students are not "normal" or "typical" but rather people with untapped potential. And no matter where they start, they have what it takes to make a difference in their work, families, communities, and the world. View Video

Bellevue University Graduation

Walk with two Bellevue University graduation candidates as they wrap up their undergraduate student careers. Megan, a single mom, and Genoveva, an immigrant, tell their stories of how they fulfilled their dreams to walk across the stage and receive their hard-earned diplomas. View Video

More Success Stories >
About Bellevue University’s Human Capital Lab

Most senior managers will tell you that their company’s greatest asset is its people. Ironically, these same managers will also tell you that they have not yet developed an effective and systematic way to measure the impact of investments in their people on productivity.

The Human Capital Lab measures the impact of learning on productivity in the workplace.

Our mission is to develop innovative and valuable approaches to unlocking the long-term potential of human capital investments.

If you can’t measure it, you can’t manage it

What keeps good companies from investing in their good people?

At the Human Capital Lab, we understand that the primary cause is that companies have not been able to definitively show ROI on investing in their people.

That is why the Lab exists. We measure impact on Business Outcomes.

Here’s how we’re different:

1. **We measure business outcomes, not learning outcomes.**
   
   There’s a difference. Just because someone has memorized the instructions on “how to ride a bike” doesn’t mean he can actually ride the bike. We measure impact on business.

2. **We isolate the business impact of learning.**

   Even if graduates of your program are better at their jobs, how do you know if it was your program that created that impact? We isolate the impact so we can tell you and your senior management the impact we can relate directly to learning programs.

3. **Getting to ROI**

   Because we understand the impact on business – and we know how much of that impact was achieved from learning, we can tell you in dollars and cents the return on your investment in learning. That’s what is needed to invest in good people.

Learn now. Much of our research is available to you now, simply by joining the lab. If you are interested in getting to the business ROI of your learning initiatives, contact us.
If you can’t measure it, you can’t manage it.

Peter Drucker
We measure impact on Business Outcomes

*Here is how we are different:*

1. We measure **business** outcome, not **learning** outcomes.
2. We **isolate** the business impact of learning.
3. We help you **communicate** how much of a business impact your enterprise has gleaned from learning interventions.
SOLUTION

Data showing how training and development increases top line and bottom line growth
RESOURCE OFFERINGS

Learning ROI
Skill Gap Analysis
Skill Accelerator Bootcamps
Power Skills™

7 critical skills every business needs to develop today

- Problem Solving
- Decision Making
- Judgment
- Communication
- Self Management
- Collaboration
- Value Clarification
Dr. Michelle Kempke Eppler  
Associate Vice President  
Human Capital Lab,  
College of Continuing & Professional Education

James Nekuda  
Associate Vice President  
Corporate Learning Solutions
ROI Institute

What we do...

- Teaching
- Consulting
- Research
- Writing
- Speaking

30,000 professionals have participated in two-day ROI skill-building workshops

Over 5,000 organizations have implemented the ROI Methodology

13,000 professionals have participated in ROI Certification with over 5,000 now certified as ROI Professionals (CRP)

ROI implemented in over 70 countries.

Over 75 books published with 50 books translated into 38 languages to support this methodology.

11% of Leadership Development Programs are evaluated at the ROI level and 74% of CEOs want to see the ROI from programs.
Upcoming Events
2018 ROI Certification Programs

The University of Central Florida
February 26 - March 4
Orlando, Florida

Amazon
April 9 - 13
Seattle, Washington

The Salvation Army
April 23 - 27
Philadelphia, Pennsylvania

ROI Institute, Inc.
May 7-11
San Diego, California

Employers Council
May 21 25
Denver, Colorado

Hancock Whitney Bank
June 18 - 22
New Orleans, Louisiana

The University of Southern Mississippi
August 13 - 17
Long Beach, Mississippi

United Parcel Service
August 20 - 24
Atlanta, Georgia

Learn more about ROI Certification events at:
https://roiinstitute.net/events/category/certifications/

www.roiinstitute.net

205-678-8101

info@roiinstitute.net
Join ROI Institute in Seattle, Washington as Amazon hosts its first ROI Certification.
Establishing a new data ecosystem
Special Welcome to our University Partners

• Bellevue University
  » Ph.D. in Human Capital Management
    - Dr. Greg Ashley, Program Director
  » Students
    - Mitch Evans, Lindsay Little, and Sara Erwa

• University of Southern Mississippi
  » Ph.D in Human Capital Development
    - Dr. Cyndi Gaudet, Chair, Department of Human Capital Development
  » Students
    - Kristen Albritton, and Tasha May
HAVE A GREAT CONFERENCE!