

*‘Every day your life is speaking to you, it’s trying to get your attention’.*

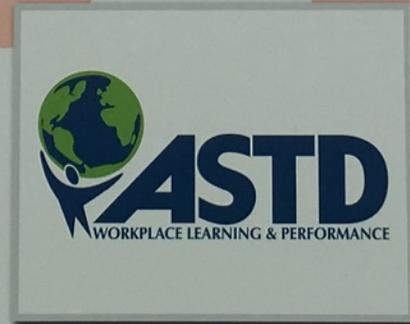


Екатерина Водопьян

Итоги и впечатления от посещения  
конференции и выставки ATD'19



# atd 1943 - 2018



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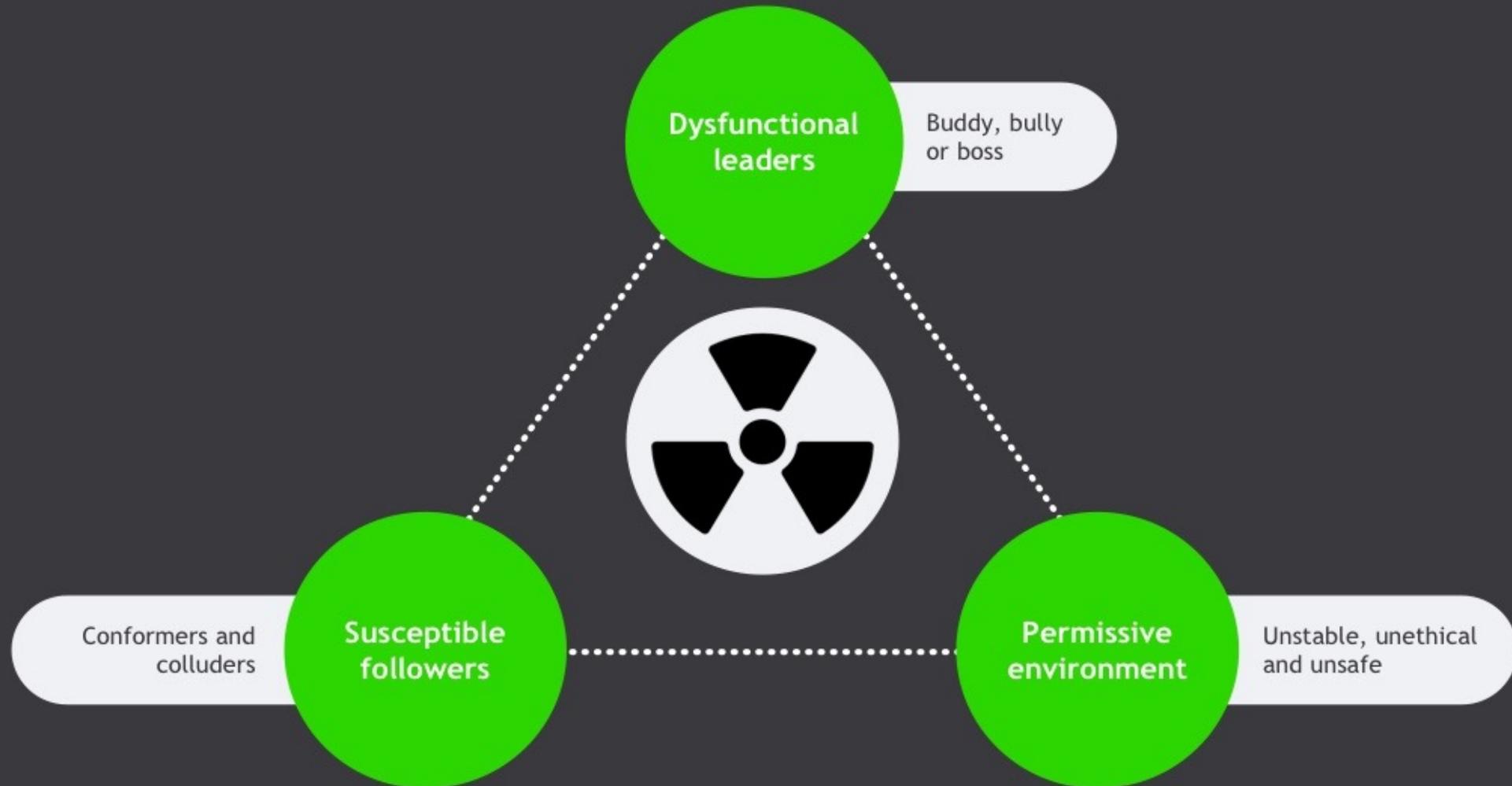
## NINE LIES ABOUT WORK

MARCUS BUCKINGHAM  
ASHLEY GOODALL

Вся эта ложь впиталась  
в нас, потому что она  
устраивает организации.  
В интересах организаций  
сделать так, чтобы  
сотрудники отрицали  
собственную значимость.



# The toxic triangle



# Проект «Аристотель» компании Google

*Проект длился несколько лет и включал сотни собеседований с сотрудниками из различных отделов. Исследователи искали магическое сочетание качеств, которое позволяет формировать идеальные команды.*





*'The best job is when you are the most at home. I was removed from the evening news because I was too emotional and I would feel for people. I would get ridden up for being too emotional'.*

*'Every time you make a decision based on your ego, you will be in trouble. What you put out comes back. There's an intention behind any put. And it's the intention that will come back to you'.*

*You have to do what you have to do until you can do what you want to do. When I started to make more money, my immediate thought was - how to use my life to better other people's lives.*





## A new turn for women

# Beyond Happy Women at work

*I stay focused on what is happening in the present.*

*I am not preoccupied with the future or the past.*

*I have much in life to be grateful for.*

*I have the ability to make my future better.*

*I see many ways of achieving my goals.*

*My interactions with people are positive.*

*I have a close and trusting relationships with others.*

*I am aware of my core values.*

*My actions are aligned with my values.*

*I have a sense of purpose in life.*

*I know what my strengths are.*

*I have the opportunity to use my strengths every day.*

*I make a positive impact on others.*

*The work I do matters.*

Advancing Technical Women programs

Women's Leadership Centers like AMA



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# Main trends in Learning and Development

Donald H. Taylor, L&D blogger

## A whole new world

Respondents came from 92 countries, with 90% of voters based in 5 regions: North America, UK, Europe, India and Australia & New Zealand.

Sentiment across these regions varied. North America favoured Personalization strongly, for the third year in a row, while India and the UK backed Learning analytics. Of all the regions, Australia and New Zealand were least enthusiastic about the three options topping the global results table, while Europe provided the strongest vote for Artificial intelligence:

2019

1. Personalization/adaptive delivery (1)
2. Artificial Intelligence (3)
3. Learning analytics (-)
4. Collaborative/social learning (2)
5. Micro learning (5)
6. Learning experience platforms (-)
7. Virtual and augmented reality (7)
8. Mobile delivery (10)
9. Consulting more deeply with the business (4)
10. Showing value (6)
11. Performance support (-)
12. Neuroscience/cognitive science (11)
13. Video (13)
14. Curation (9)
15. Developing the L&D function (12)
16. Other: (15)



Instagram

Поиск

*Not Soft Skills but Real Skills*

sethgodin

Подписки



43 публикаций

114тыс. подписчиков

Подписки: 1

**Seth Godin**

The official Instagram of Seth Godin (managed by the team). Check out [akimbo.com](http://akimbo.com) for more on our workshops, including [@altmba](https://www.instagram.com/altmba).

[linktr.ee/sethgodin](http://linktr.ee/sethgodin)

Подписаны [simonsaysinspire](#) и [dustinjrnyon](#)

**Seth Godin**

Mini Books



Blog

‘Lowering the price is the race to the bottom. You don’t pay attention to colleagues with the lowest salary. The alternative is to be the only one. When what you offer is magical, people will seek you out;’

‘There’s more music than ever, yet the records industry is dead’.



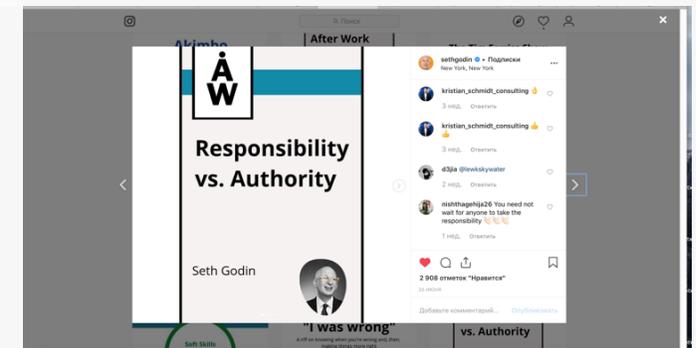
<https://www.instagram.com/sethgodin/>

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‘Development is different from training. Development does not happen instantly, Polaroid has left the building. Education is mandatory, and learning is something we do voluntarily’.



## The Most Innovative Ways Trainers Use Face-to-Face Time

# Flip the Script

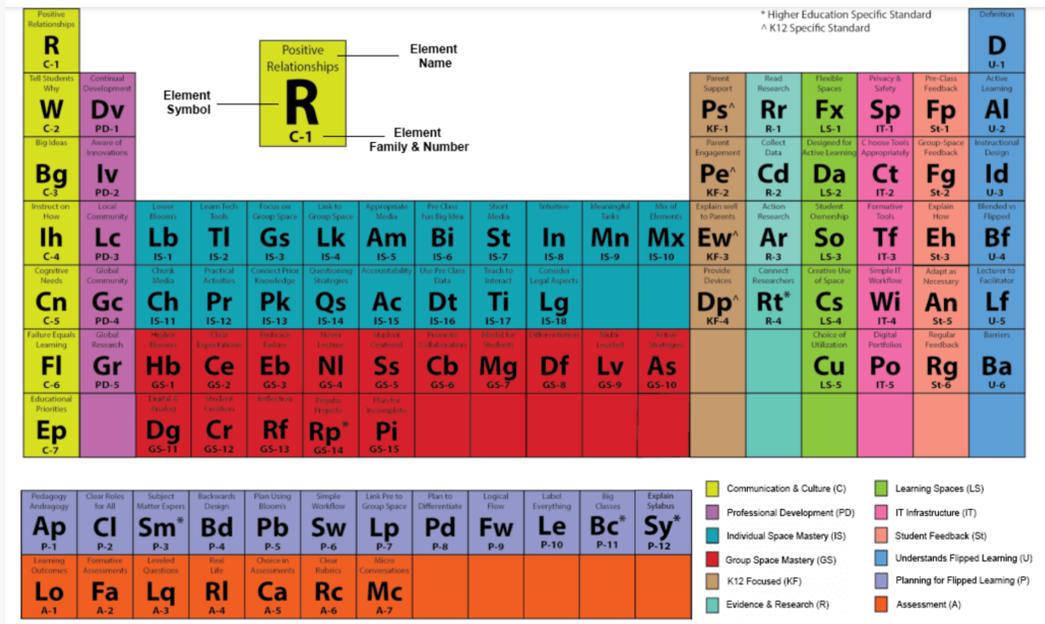
‘Everybody loves to do the classroom training but it’s so expensive. Keep e-learning short and simple. Do 25-min sessions. Integrate videos that are important for different learner styles. Use humor’.

100 people from 49 countries developed a list of 187 key concepts related to how learning should take place — a periodic table.

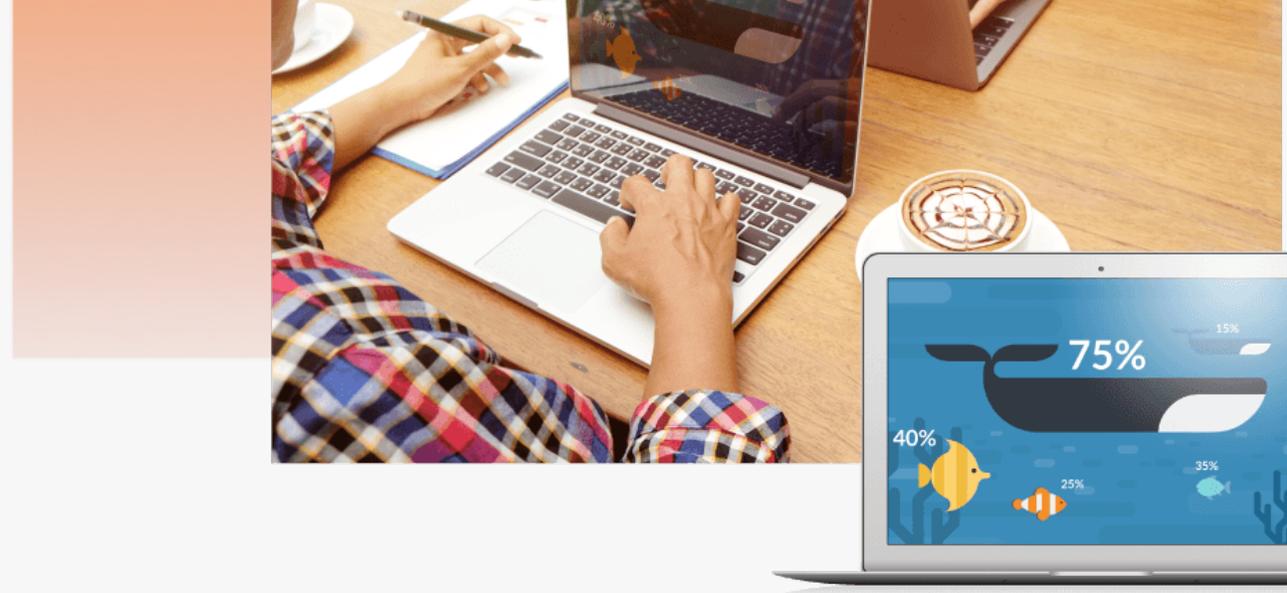
Multi-modality learning package:

- instead of classroom
- before classroom
- after classrooms
- for absentees only
- flipped learning in classroom or e-learning in classroom with instructor present
- to assess instructor’s efficiency.

<https://flglobal.org>



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*'A different process is required for different types of transfer. Training is a process and not a result. Many people try to create training from an instructional design perspective, and you need to start with business in mind and how people perform actions on the job'.*

# Learning Journeys

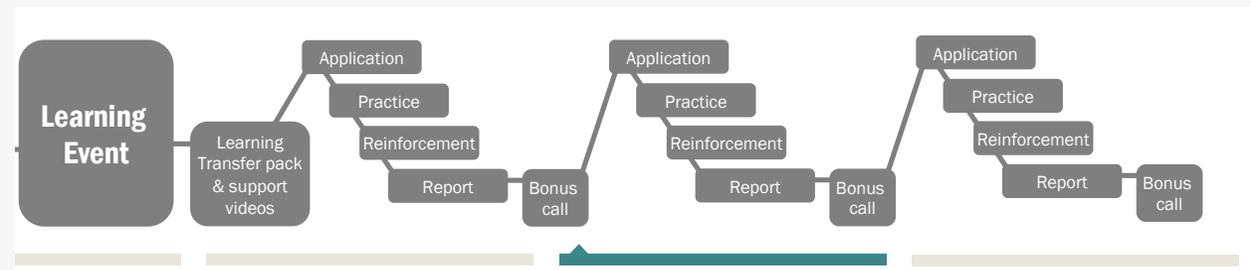
<https://practicaltrainingtransfer.com>

**Jason Durkee, Idea Development**  
**Ian Townley, Next Practices**

## Types of transfer:

1. Knowledge transfer
2. Perception transfer
3. Situational transfer
4. Habit transfer
5. Preparation transfer.

Goodbye Learning Events! Hello High-Performance Learning Journeys



**Knowledge transfer** implies there's a lot of new information to remember. More general materials in the course outside people's job area. Throughout the training we strongly message and emphasize on-the-job uses. Survey:

1. Do you need the skill at your job?
2. Given the opportunity, would you like to be better at skill A?
3. How are you doing on skill A now?

Need + high motivation + confidence in skill + formal knowledge.



## ДИАГРАММА ВЫБОРА ДЕЙСТВИЙ

- ▶ Что я делаю:
- ▶ ...
- ▶ ...

- ▶ Что клиент / партнёр / ребёнок видит:
- ▶ ...

- ▶ Что я вижу в ЭТИХ словах:
- ▶ ...
- ▶ ...
- ▶ ...

- ▶ Клиент говорит: «...»
- ▶ Партнёр говорит: «...»
- ▶ Ребёнок говорит: «...»
- ▶ Руководитель говорит: «...»

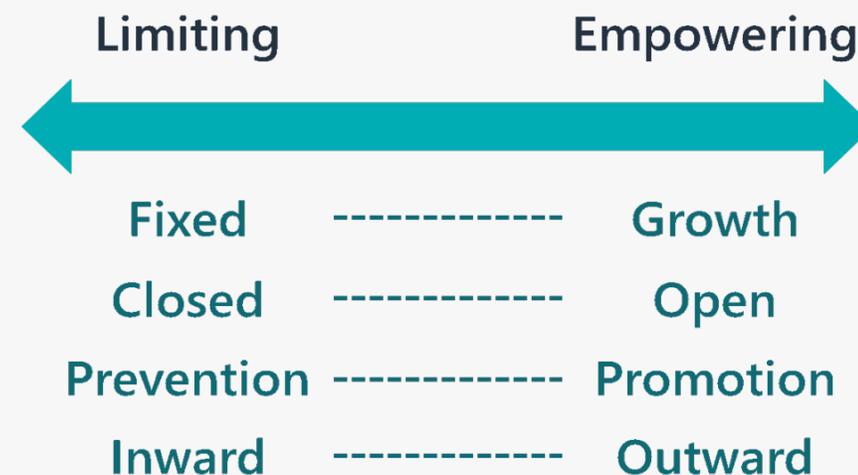
## Open Mindset vs. Closed Mindset

<https://ryangottfredson.com>

*New Psychology*

## Arbinger Institute

Don't Hold People  
Accountable —  
Develop  
Accountable  
People



Self-discovery

# Innogreat

The box



*We are often told to “Think out of the Box!” But no one ever tells us what “the box” is that we are supposed to think out of.*



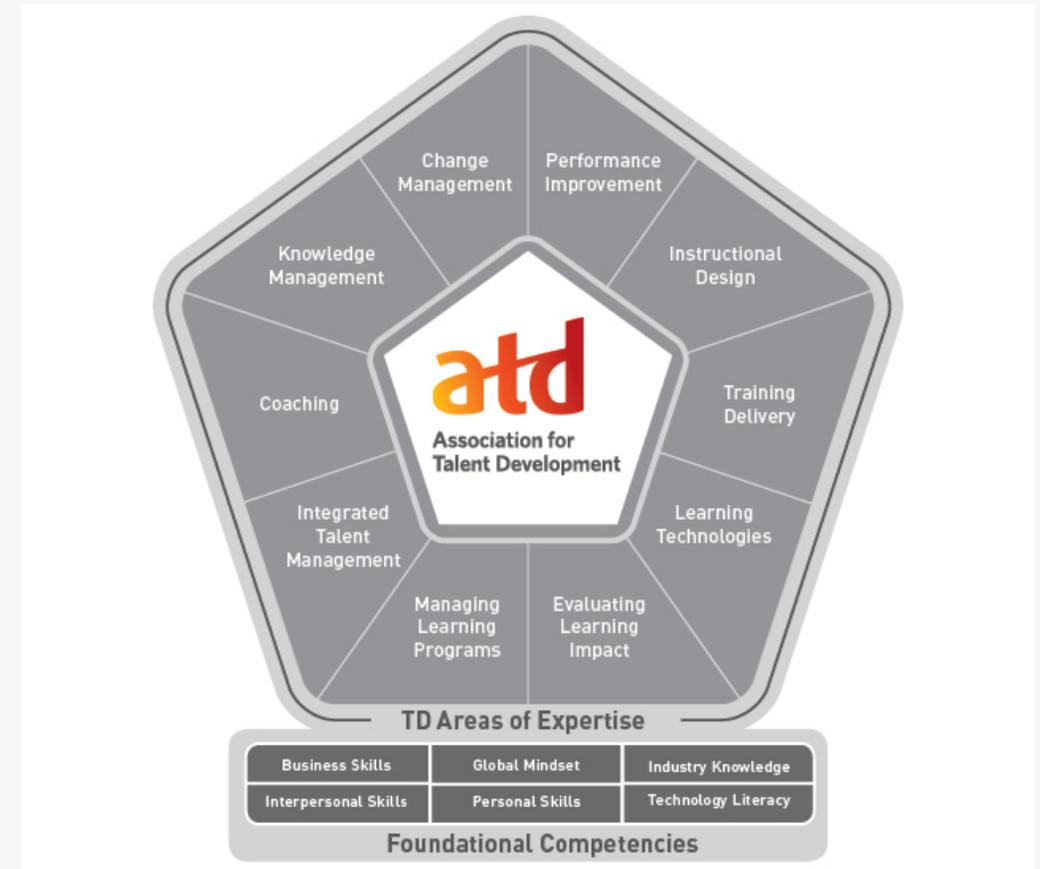
## HyperUm

THE INNOVATIVE POWER OF PEOPLE

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## НОВОЕ В ПРОФИЛЕ

- Отраслевое знание
- Технологический кругозор
- Учебные технологии
- Педагогический дизайн
- Оценка эффективности обучения

# Эволюция профиля компетенций тренера