

ITOL
CHRISTMAS
CONVENTION



Thursday 6th December 2007
The British Library, Euston, London

Main Arena Speakers



Dr Peter Honey

Learning from stories

Stories should be entertaining but they also have the potential to generate valuable learning. Stories can be used in just the same way as case studies to draw out useful learning points in a memorable way. In this session I plan to demonstrate this by using three amusing stories about trainers and inviting the audience to extract some 'lessons learned'.



Andrew Mayo

Adding Strategic Value?

The current ambition of every HR person today seems to be "to become more strategic". When asked what is meant by that, a range of answers will come, which will add up to "doing interesting, useful things as opposed to administration or fire fighting". In training and development, our every day activity is to add value to individuals and teams through increasing their knowledge, skills and capabilities. So are we "strategic" all the time?

Andrew Mayo will place this much over used word in a realistic context. He will look at the essential support that training and development provides to the achievement of business strategies, and how it can and should be integrated with them. He will go on to look at how a strategic plan for T&D is put together for an organisation ("what shall we do?"), and separately for the T&D function itself ("how shall we do it?").



Graham O'Connell

Inventing the Future

"The best way to predict the future is to invent it".

Graham will be looking at the current trends and challenges in L&D that are likely to shape the role of 'trainer' over the next few years. Graham's lightness of touch sometimes masks the depth of his talks and be assured that the substance of this session will be based on pretty solid evidence from research and the views of leading edge practitioners. Find out about changes in course design, coaching and consultancy to name but a few.

But what about longer term? Can you really help shape the future of the profession and how we deliver learning in entirely new ways? Graham thinks so and he will be exploring with you the power of networks, the redistribution of expertise and why you need to get inventive.



Stephen Berry






Strategies of the Serengeti

Stephen uses the analogy of the Serengeti animals - the lion, giraffe, cheetah, wildebeest, crocodile and others - to illustrate options available to thrive and survive in deadly environments - from the African Serengeti to our corporate jungles. The analogy makes understanding personal and organisational strategy engaging, memorable and practical. In Stephen's session we learn about strategy from the experts - not the gurus, authors and academics - but the elephant, the hippo and even the humble warthog!

Session 1 – Choose from:

 <p>Margaret Parkin</p>	<p style="text-align: center;">CHANGING YOUR STORY – FOR GOOD Making changes using story and metaphor</p> <p>Whether you feel you're at a crossroads in your life, are afraid of taking the first step, or think you still have a long way to go – this session by Margaret Parkin will be a real eye-opener to you in how to use this type of language as a powerful tool for learning and change.</p> <p>Using story and metaphor in training and coaching can help us to unlock the unconscious, to understand our own and others' present reality at a deeper level and, through the introduction of new metaphors, to create a new reality. In particular...</p> <ul style="list-style-type: none">• Understanding the language of metaphor and how it works• Understanding how metaphors can help us to 're-frame' our thinking• Incorporating stories and metaphors into coaching and training• Learn about the Success Journey© change model <p>Margaret Parkin is a training and development consultant, keynote speaker, executive coach and author. Her three books on the use of story and metaphor in organisations have all been best-sellers in the UK and have been translated into five different languages throughout the world.</p>
 <p>Sue O'Boyle</p>	<p style="text-align: center;">Coaching Direct – a case study in creative coaching within the confines of a structured programme of Leadership Development</p> <p>Sue O'Boyle is a Senior Training Consultant for TMSDI Ltd and a regular speaker and telephone coach for a number of senior leadership programmes offered by the Leadership Foundation for Higher Education. During this session she will share the story of how this successful approach has evolved to provide the programmes with truly personalised development opportunities that are fully integrated into the programme designs. Key learning points and the critical success factors for coaching within the confines of an open leadership development programme will be presented. The advantages and disadvantages of using self-rating reports and multi-rater diagnostics will also be discussed. Delegates will also be offered the opportunity to share in the experience by participating in some of the exercises used on the programmes.</p>
 <p>Nick Meadham</p>	<p style="text-align: center;">Successfully implementing a Learning and Development Programme or Project</p> <p>A practical look at how programme and project management techniques can successfully deliver your strategic or local level learning and development change initiatives – stepping you through a <i>tried and tested</i> lifecycle that determines user requirement and helps to embed lasting benefit and/or change...</p>
 <p>Andy Britt</p>	<p style="text-align: center;">Essential Consulting Skills</p> <p style="text-align: center;">Details to follow shortly</p>

Session 2 – Choose from:

 <p>Christophe Peger</p>	<p style="text-align: center;">Games and simulations that teach</p> <p>As 'A picture paints a thousand words', so 'A game saves a thousand slides'.</p> <p>In our fast moving, multi-sensory world, today's learners demand more than 'death by PowerPoint or lecture' from their training. Training games and simulations offer a safe and fun environment to explore potentially hard to transfer concepts and convert them into practical 'How-to's' ready for the workplace.</p> <p>Expect to take home Working as a team, you will create</p> <ul style="list-style-type: none">✓ A step by step guide to creating an interactive activity.✓ A frame game that you can slide any of your content into. <p><i>Not sure, then just think back to the last time you were a learner and PowerPoint seemed to be the only tool your trainer had in their toolbox!</i></p>
 <p>Joey Greenwood</p>  <p>Gary Shakespeare</p>	<p style="text-align: center;">Simulation in Training</p> <p>There is no question that simulation can be an effective tool for training complex skills. It works, but it is only a tool, or is it? Joey and Gary will explore the benefits that simulation has brought to the British Military training environment over the years. Looking at current technology they will demonstrate how it works for them but more importantly how it can work for you. Is it really possible to simulate such theatres of Operation as Iraq or Afghanistan from East Yorkshire, where the decision making process and the incorrect passage of information can cost lives; Gary and Joey believe so.</p> <p>There is a place for simulation in many training arenas, think of the benefits of being able to use computer interaction to deliver interesting and interactive training. The learner is instantly involved and engaged. The trainer can provide active learning, analytical discussion, post experience analysis and much more. Technology is here and now, available to all, can be cost effective and the difference between good or great training; is your training making the most of it?</p>
 <p>Jackie Jarvis</p>	<p style="text-align: center;">'5 ways to get set for marketing success'</p> <p>Jackie will introduce you to the essential foundations necessary to powerfully communicate your business and your service to your market. As an independent consultant you may find yourself frustrated by the feast and famine cycle and want to set yourself up to successfully attract all the clients you need. This interactive session will focus your mind and your marketing activities on areas that should realize success.</p>
 <p>Katherine Tulpa</p>	<p style="text-align: center;">Essential Coaching Skills</p> <p style="text-align: center;">Details to follow shortly</p>

Session 3 – Choose from:



Paul Solomons

“A picture paints a thousand words”

In today's multi-media, audio-visual age, this is truer than ever. And one of the best ways to engage your audience is with the use of cartoons. These light-hearted little drawings can get your message across quickly and simply. In my presentation, I want to show you that anyone can produce cartoons. Successful cartooning is more about the idea than the artistic skill of the cartoonist. I will pass on a few simple drawing tips that will help even the least confident scribbler produce relevant, engaging cartoons.



Józefa Fawcett



David Simmonds

Is there life beyond ROI?

You've read all the books and articles about ROI, attended countless conference sessions, talked with “expert” consultants and even tried to implement your own framework – but with minimal results. You know all there is to know about Kirkpatrick, Philips and Fitz-ens – but still no added-value. You've studied the formulae associated with ROI and have the structure in place to capture the necessary data – but where's the improvement? You've got scorecards and dashboards coming out of your ears – but what's the benefit? With so many people shouting the praises of training ROI, where did you go wrong?

This interactive, participative session will seek to ask some difficult questions, and maybe burst some precious balloons!

It will be facilitated by David Simmonds and Józefa Fawcett, lecturers from the University of Westminster.



Mike Morrison

Developing the developers - a trial or error?

The world of training and development is changing ever faster. Earlier in the Year Mike was part of a team which set out to survey the skills developers have and need for future success. In this interactive session Mike will highlight some of the findings from the survey and explore ways to develop current and future developers. Not surprisingly the development of successful developers is not about qualifications, but cost effective CPD. Find out how you can develop yourself and your team to world class standards, in a fun and practical way.



David Gibson

9 Great Training Ideas

Take away 9 great ideas to use in your very next workshop. This practical, interactive workshop will help you convert some of the latest research from the world of neuroscience into practical 'how to's' in the training room maximising the learning potential by becoming 'brain friendly' facilitators.

Expect to take home

Practical, ready to use ideas that you can add immediately into your own workshops including areas such as:

- ✓ 3 Vital checks for your next workshop opening.
- ✓ How to get learner buy-in and build credibility.
- ✓ How to involving your learners every step of the way.
- ✓ Ideas for bringing dry material alive.
- ✓ How to keep learners in an optimal state for learning.
- ✓ Closing with flare.

Remember - *“It's not what learners come with; it's what they leave with that really counts.”*

Programme of Events

- 9.00 - 9.45 **Coffee & Registration**
- 9.45 - 10.30 **Main Arena - Peter Honey**
- 10.35 - 11.20 ***Session 1 - choice of 4 streams**
- 11.25 - 12.10 **Main Arena – Andrew Mayo**
- 12.15 - 1.00 ***Session 2 - choice of 4 streams**
- 13.00 - 14.00 **Lunch prepared by Leith's**
- 14.00 - 14.45 **Main Arena – Graham O'Connell**
- 14.50 - 15.35 ***Session 3 – choice of 4 streams**
- 15.45 - 16.30 **Main Arena – Steve Berry**

* Make your choice on the day

Lunch will be prepared by Master Chef Prue Leith.



Prue Leith

In 1960, Prue Leith started a small business supplying lunches for directors' dining rooms, which grew rapidly into Leith's Good Food Limited, working closely with such prestigious and diverse venues as the Queen Elizabeth II Conference Centre in Westminster and the Orient Express train. In 1969, she started her now world-famous and Michelin-starred restaurant, Leith's. In 1975 she founded The highly acclaimed Leith's School of Food and Wine.

In 2006 Prue was appointed head of the government programme, SFT (Schools Food Trust) which was designed to improve children's health.

Today Prue is more popularly recognised as the doyenne of TV Chefs overseeing amongst other things "The Great British Menu".