

# **Champions of Learning**

In 2022, ATD was pleased to have 60 champions of learning (52 companies and eight ATD chapters) that celebrated ATD Employee Learning Week. It was remarkable to see their efforts to promote the value and importance of workplace learning.

## **Companies**

#### ADVANCELOCAL

During ELW 2022 Advance Local created a learning series called "Friday Focus" that digs into various topics related to digital marketing, sales strategy, and personal development.



#### المستشفى الأمريكي AMERICAN HOSPITAL

American Hospital Dubai's Employee Learning Week program revolved around its core competencies. They held team-building sessions that foster teamwork, scavenger hunts that foster time management, yoga sessions that foster stress management, and departmental and individual challenges that foster motivation and communication between their staff. It consisted of a blend of emailers with tips, training programs, competitions, scratch and wins, scavenger hunts, and brain teasers.



During ELW 2022 AmTrust selected the theme of personal and professional development and focused all their activities on different aspects of self-reflection, growth, and personal learning. Activities ranged from videos and e-learning courses to knowledge sharing and networking, all with daily social and self-reflection components.

# argentă

Argenta celebrated ELW by offering a host of learning opportunities to their team members including: two virtual sessions of their new course, "Discovering Your Conflict Style," an e-learning module outlining the organization's drug and alcohol policy, a corporate intranet post from their CEO who generously shared reviews of books he's been reading for his personal and professional development, and a microlearning tutorial on the Focus Assist app.



Atria Senior Living's 2022 Employee Learning Week theme was "Journey Through Learning." Employees joined Atria's learning and development team for a ride through personal and professional learning opportunities. Designed as a weeklong learning event, employees had the opportunity to attend over 25 live training sessions facilitated by their peers. They earned learning badges and shared their key takeaways after each session on the wall-length learning map.

## **?** BRAILSFORD & DUNLAVEY

Each communication during ELW 2022 highlighted Brailsford & Dunlavey's internal learning resources and celebrated the development opportunities the company offers. In this second annual Learning Week, they hosted a two-week, in-house virtual conference. Across 18 different sessions, experts from within the firm (and a few special guests from outside the firm) led sessions on topics like change management, entrepreneurial thinking, being a better mentor, managing your career, navigating uncomfortable conversations, advancing sustainability, and more—including many technical topics specific to our client work (e.g., implementation delivery method strategy).

# BURNHAM

Burnham hosted three virtual sessions on in-demand skills—new CRMs, relevant regulations, and selling post-COVID; each featured a panel of high performers from across their offices. They also launched a new management development initiative called MCI (Motivation. Character. Integrity.) and delivered two manager-specific sessions. Burnham is a small business of 50+ employees in its 30th year, and ELW inspired them to deliver the first formal management training ever run in the organization.



In conjunction with SEWI-ATD's promotion of Employee Learning Week, Charter Manufacturing hosted fellow members and guests for an interactive in-person learning session on December 9, 2022 at its corporate office. They also showcased its unique framework to develop internal talent.



Employees of Detroit received information to unlock opportunities within the city. They attended panel discussions and workshops that described career and training opportunities provided by the city.



ELW 2022 focused on providing learning opportunities at all levels for all employees of McKinney, Texas. Alongside programs that focus on leadership development, communication, and other hard and soft skills, it also provided learning opportunities that enrich the lives of McKinney residents beyond the job. To that end, sessions were offered that align with core values, emotional health, coping skills, and professional learning in accredited institutions with their HR partners.

#### **XXX** Community Bank

The team at Community Bank worked during ELW 2022 to review and revamp the HR onboarding experience for new hires across the corporation.



ELW kicked off with the Orange County Board of Supervisors issuing a proclamation declaring December 6–10 as Employee Learning Week. Employees who completed online courses during ELW were eligible to earn a digital badge in our talent management system. The campaign included marketing the most popular content from 2022, highlighting in-demand services, and connecting employees with resources to upskill in areas identified from a county-wide needs assessment.



DART offered a weeklong lunch and learn training series for all employees called Maximize Your Growth & Development. This series focused on a different aspect of employee development each day, including growth mindset, intentional learning, embracing change, the laws of growth, and action planning. Additionally, a variety of resources and coaching are being provided for ongoing reflection and learning.

#### DataArt

Aiming to reinforce DataArt's organizational culture, 2022 ELW engaged more than 500 employees in learning webinars, each dedicated to a certain company's core value. The employees participated in Q&A sessions while discussing sustainability activities and practices, and tools to support diversity, inclusion, and equality, as well as examining anti-bullying and anti-harassment policies, and reviewing feedback, grievance, and reporting tools.



Delta Community Credit Union's primary focus during ELW 2022 was on the three distinct areas of corporate training and how they can help employees grow professionally and develop their careers. For three days, they worked with the marketing team to publish stories on their intranet about the development, operations, and retail engagement teams. On the final day, they shared additional resources for all employees to help with professional and career growth.

#### **EQUIFAX**°

With the theme "Reignite Your Professional Growth," Equifax celebrated ELW by inviting approximately 1,500 employees to a weeklong learning event. Each day, employees participated in a professional

development challenge, which included completing a career personality assessment, setting SMART goals, exploring new ways to get involved at work and in the community, and creating an individual development plan.

#### FERRIS STATE UNIVERSITY

Ferris State University began the week with a professional development resources fair highlighting departments throughout the university that provide such resources. The theme, "Upskill Your Digital Skills" was woven into the in-person, virtual, and on-demand learning resources presented throughout the week, offering employees opportunities to improve planning, organization, and communication skills in the workplace.

## **Fulton Bank**

Fulton Bank held a weeklong promotion that provided employees with the chance to win an Amazon gift card by completing a LinkedIn Learning course in our systems. During this time, we marketed National Employee Learning Week and our LinkedIn Learning courses/ system as well as other professional development resources available.



General Electric Credit Union's campaign kicked off with an email from the president on the value of learning and was followed by daily emails directing team members to the Team Member Learning Week intranet site. The site highlighted new and existing learning resources, celebrated team member certifications, shared testimonials on the power of learning, and promoted the Learning Passport Challenge. The Passport Challenge encouraged team members to complete and track up to three learning experiences with the opportunity to win a prize.



Capitalizing on the holiday season, hipexGlobal added a fun and festive aspect to Employee Learning Week 2022. The campaign, created to introduce a new key department in the client's operations division, utilized artistic renditions of department members, a holiday animation, and an e-learning game to share knowledge of the new department's functions. Interaction with the game ended with the option to enter and win a prize of company-branded apparel.



Home Bank's topic for ELW 2022 was financial literacy. The talent development department hosted live and virtual sessions for a fun, educational, talk show event. Employees and their families were invited to join in for open discussion with field experts who provided resources on specific subjects such as mortgages, credit, teen financial responsibility, and family budgeting. Participation was paired with BINGO cards, daily polls, and more for prize giveaways!



At Independence, the 2022 Employee Learning Week theme "Connect, Communicate, and Collaborate" considered the university's hybrid-of-choice work model. Now, more than ever, it's important to learn how to work together effectively to advance careers and the company. The weeklong celebration provided employees with daily learnings and contests on an interactive webpage affording a variety of learning resources and alternative ways to connect in a hybrid work environment.



LHCM Solutions worked with a financial firm to establish a training program and workshop for their L&D teams during ELW 2022.



In its first edition of the Employee Learning Week, MarketsandMarkets prioritized all-round development, beyond just skill-based, job-related learning. With the understanding that diverse experiences and perspectives, as well as individual growth, spill into the workplace, they aimed to highlight the link between personal, professional, and organizational success.



With the theme "Change," Matrix Service Company hosted seven sessions related to change and change management. This year included the addition of a keynote speaker, the company's chief information officer, who spoke about the change management process. Other sessions focused on new organizational functions, changing to a leader's mindset, and the learning culture at Matrix Service Company.

## McCOWN GORDON

McCownGordon Construction celebrated individual and team development accomplishments with social media posts, gamification, and prizes throughout the week. ELW is a great opportunity to debut the following year's training schedule and highlight new programs and training opportunities. They also hosted a thank you breakfast for associates who have served as SMEs, facilitators, and TD allies!

#### Medical Solutions

During ELW 2022, the L&D team showcased Medical Solutions' commitment to employee learning and talent development through several planned activities and events. Activities included an online scavenger hunt to explore the variety of learning opportunities available and several live virtual sessions to explore different adult learning styles and how this correlates to career growth, tuition assistance, and tools to develop a growth mindset.



Mid-Continent Group celebrated ELW with the release of their new department overview videos, the culmination of 10 months of work to transition their in-person only, department-specific onboarding presentations to more sustainable, on-demand videos that can be assigned to new employees via an LMS as soon as they join the company.

# **MISUMI**

MISUMI's ELW 2022 program focused on employee professional development goals for FY23. Employees completed a daily challenge of watching a curated LinkedIn Learning video, then reviewing their associated employee reference guide or a page from the companies L&D catalog. After reviewing the material, employees provided answers about the content and findings from their self-reflections regarding professional strengths, areas of opportunity, and how to build a development plan for 2023.

## nationalgrid

National Grid's people & culture (HR) team held a Safety Leadership Day activity virtually with 100+ people to shine a spotlight on the value of learning and safety.



For ELW 2022, NBT Bank's theme was "Workforce Development is Everyone's Business and Time Is Your Currency." They shared videos kicking off and recapping the week's activities, blog posts focused on wellness, information on new LinkedIn Learning relationships, and engaged employees in community idea sharing and polls with gift awards.



Each day of ELW 2022, NYPA hosted an event that told story "NYPA as a System." The events included hydropower operations, a NYS transmission grid overview, market operations to sell/procure energy across the state, finances associated with their work and services, and an overview of energy supply customers. Teams highlighted how we all play a role in the larger picture and are connected in our day-to-day activities.



For ELW 2022, Northland Communications purchased a LinkedIn Learning License, providing courses to all employees to encourage personal and professional development.

# **ONE**GROUP

OneGroup rolled out a new agency management system to its entire staff, and created and implemented a new pre-boarding and onboarding process. By creating awareness of learning, promoting learning opportunities, recognizing learning achievements, and showing the impact of learning, the company highlighted the important connections between learning and achieving results.

#### Orrstown BANK

Orrstown Bank's learning and development team sent a daily email communication December 5–9 to all employees. Each communication highlighted topics including teamwork, motivation, coaching and mentoring, communication, and career development. Employees were encouraged to participate in a different activity each day related to the highlighted topic, and those who participated in the activities were eligible to win prizes like gift cards or lunch for their teams.



RESA Power's ELW program consisted of online campaigns through LinkedIn and the company profile, as well as internal communications about learning and development opportunities within the organization. These communications reminded employees about the many programs that RESA currently offers to support professional growth and development and highlighted forthcoming programs in 2023.



ELW 2022 was an international, virtual learning event across Rotary International. All offices participated in a weeklong learning program. Select staff participated as facilitators (facilitating courses on a topic of expertise), or as participants attending courses focused on the DEI theme: Belonging & Connecting to Rotary.

## **rtg** MEDICAL

RTG Medical's training & development team provided sessions every day of ELW 2022. The topics included Outlook tips, mindfulness, avoiding burnout, and even a soft launch of our new LMS system, RTG University.



American Auto Shield's talent development team delivered email communications each day with different learning resources and videos for all audiences within the organization. Additionally, they assessed learning by gaining feedback in a contest-style, where participants answered a survey question each day.



The first day of ELW 2022, Schoox communicated the purpose of ELW and why they were celebrating it as a company via email and Slack. Then each day they sent messages to the entire company with a learning action, which could be an article, course or lesson from our LMS, or a video, and an accompanying daily challenge that correlated with the learning action.



Scooter's Coffee kicked off ELW 2022 by sharing an article on why continuous learning is important and information on different learning styles. They hosted a Zoom channel for employees to participate in different learning topics such as: book/podcast recommendations, Linkedin Learning courses, and highlighting Gallup Strengths. To end the week, they hosted an interactive lunch & learn on building a Scooter's branded PowerPoint presentation.

## SECURITY SERVICE

2023 marks Security Service's second annual ELW initiative; this year the goal was to gain employee commitment to developing a learning routine. To incorporate learning into a daily routine, they developed a theme-centered ELW program focused on five actions for learning: watch, read, listen, share, and commit. Employees were invited to learn something new each day and supplied with a curated learning journey with topics.

#### Suburban Propane<sup>®</sup>

Suburban's contact center quality improvement & raining team created a medallion scavenger hunt activity to promote a continuous learning environment. An email clue was sent every day until the medallion was found, and the winners received prizes for finding specific medallions.



Overall, Summit Broadband's Employee Learning Week program promoted the joy of learning and cooperation with coworkers. For 2022, they focused on incorporating a wide range of activities from an employee coffee break to a training completion check. Every level of Summit Broadband was able to participate in at least one, if not all five, activities!



Tata Consultancy held a technology deep-skilling program, which included a Microsoft-certified Azure administrator (also an MLT certification), an AWS solutions architect associate (middle-level transformation certification), and an AWS cloud practitioner. In addition, they had various sessions driven by learning influencers in various business units.



Bankcorp's continued focus is, "Learning is Everywhere." They provided a mix of synchronous and on-demand experiences on topics across both personal and professional development. The goal for ELW was two-fold: 1) reinvigorate their community by creating memorable moments of connection 2) demonstrate the value of ongoing professional development through skill improvement.

# **SSS** TRIPLE-S

Under the slogan "A New Dimension Triple-S," ELW celebrations began with a learning summit for corporate trainers and SMEs. The full week of employee activities included: professional development talks, escape-room sessions, and the launch of the Microsoft App Profile+ to connect experts throughout the company. Daily email communications and videos focused on the impact of different learning experiences and a scavenger hunt tied all ELW activities to the chance to win prizes.



We celebrated by creating a "Destination Development" themed campaign that encouraged employees to participate in a variety of activities that supports the 70/20/10 model for development. For example, they could attend a class, shadow a department, or schedule coffee with a potential mentor. Each unique activity completed earned our employees a digital development badge to display on their intranet profiles and a chance to win paid time off. More engagement = more chances to win!



In 2022 VIP Structures implemented "Lead @VIP," catering to employees of the organization. This program is designed to shine the spotlight on the value of learning by creating awareness, promoting learning opportunities, recognizing learning achievements, and showing the impact of learning.

## VW CREDIT, INC.

During ELW 2022, VW Credit collaborated with seven different departments and employee resource groups (ERGs) to bring diverse content to their colleagues. They also scheduled a special outside speaker this year—a first! Each session ran for 30 minutes or less on topics such as careers, mastering hybrid work, emotional intelligence, affirmations, lean methodology, habits of successful people, compliance, burnout, positive vibes, knowledge transfer, grit, and cybersecurity



To promote learning and development, W. M. Jordan Company (WMJ) hosted an array of hybrid programs during Employee Learning Week (ELW).

Topics included: Learn More About It: Learning & Development, Managing Yourself Workshop: Bringing Out the Best in Others, LEGO Team Building Workshop, and The Relentless Pursuit of Excellence: Creating Cohesion and the Ultimate Team from the Marine Corps to the Civilian World. In addition, we awarded 14 Champions of Learning certificates to employees.



The talent development team at Zscaler partnered with a business unit to support building skills and techniques for conducting career conversations and setting SMART goals. They also hosted two inspirational career stories sessions.

## **Chapters**



ATD SEWI offered an interactive in-person learning session on December 9, 2022 hosted by chapter member Megan Joecks of Charter Manufacturing. Megan and her colleague showcased the unique internal talent development framework they've implemented in their organization. The event underscored both the importance of workplace learning and the practical considerations necessary to design a sustainable internal development program.



ATD Central Iowa offered a 90-minute panel session for teachers transitioning to L&D roles. The panel included former educators that have recently made the transition as well as L&D professionals in leader and instructional design roles.



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ATD Ann Arbor again received a mayoral proclamation from the city of Ann Arbor. They shared the proclamation on the LinkedIn and Facebook channels as well as to kick off a weeklong campaign to celebrate ELW. Board members recorded short three to four minute videos to share their favorite learning from the year of chapter programming as well as some of the ATD national discounts and resources. Those were shared with our contact list and on our social channels.



NYC ATD created a weeklong campaign sharing free content and resources themed around the Talent Development Capability Model. Each day they shared new content recommended by fellow members/volunteers and sponsors they were collaborating with (e.g., NYU and LearnAmp). They also revealed content exclusive to ATD NYC members. Content that was available to everyone was pushed out on social media each day and added to the website.



CNY ATD celebrated its 15th anniversary of Employee Learning Awareness (ELA) and CNY Champions of Learning Program. CNY ATD promotes employee learning awareness all year long through its website, emails, social media, ELA committee, monthly ELA Ideas Series, quarterly ELA roundtables, and recognition of CNY Champions of Learning. During ELW, CNY ATD and ELA committee members posted social media messages and hosted a coffee chat and CNY ATD reskilling, upskilling and newskilling program.



ATD Orange County's ELW efforts focused on two areas—encouraging others to host ELW campaigns in their own organizations and supporting professional development of chapter members. they hosted a social media campaign promoting ELW resources and suggestions for participation. Additionally, they recognized volunteers at an event highlighting their contributions and insights. Finally, they held events during ELW that focused on self-awareness and volunteering as critical professional development methods.



ATD San Antonio celebrated ELW with an in-person event, The Holiday Mingle, collecting personal care item donations for Alamo College's student advocacy center which benefits students, faculty, and employees. The in-person event and social media activity promoted "buzz" around employee learning, emphasizing the importance of a holistic approach to employee well-being.