

2020 Virtual Education/Human Resources Conference

Tuesday, September 15

9:00 - 10:30 **Welcome**
Glen Simecek, President & CEO, WBA
Steve Politakis, CEO, Kitsap Bank; WBA Education Committee Chair
Coyte Cooper, Ph.D., Performance Coach & Motivational Expert; Emcee

Flip the Script: 4 Transformational Habits to Drive HP3 in Business and Life

Coyte Cooper, Ph.D., Performance Coach & Motivational Expert; Emcee

This keynote talk focuses on outlining four 'secret' essentials that professionals can implement to thrive in challenging environments. In the session, Dr. Cooper outlines powerful habits designed to flip the script on prominent barriers like fear, negative noise and uncertainty so members can drive their performance in their careers and key areas of their lives.

Ice Breaker

10:30 - 10:40 **Break**

10:40 - 11:15 **Perspectives from a CEO/ABA Chair in Challenging Times**

Laurie Stewart, President & CEO, Sound Community Bank, ABA Chair
Steve Politakis, CEO, Kitsap Bank; WBA Education Committee Chair

WBA & ABA Educational Opportunities
Duncan Taylor, Director of Membership & Operations, WBA

Bank customers turn to you when they need financial products and services because they know you are seasoned professionals who can help them solve problems and achieve their dreams. But who can bankers turn to when they need professional support to advance their careers and achieve their dreams? Join Eric and Duncan who will reveal the numerous ways seasoned association professionals can bring the same kind of value to our members as our bankers bring to their customers. After all, our mission is to support your mission!

11:15 - 11:30 **Break**

11:30 - 12:30 **Design Thinking**
Rachelle Strawther, Director of Leadership Training & Development, Gonzaga University

As leaders, one of the most creative things we can do is gather teams to solve problems. But when our solutions fail to work as expected, it's often because we have failed to clearly understand the needs and desires of the people who will be using the solution. That's where design thinking comes in—a human-centered, problem-solving process that leads to better products, processes, and services. Join Rachelle Strawther, a design thinking instructor and practitioner, as she uses interactive exercises to demonstrate what makes design thinking unique, how to ensure positive results, and how to use it in your workplace.

12:30 - 1:30 **Luncheon**
1:30 - 2:15 **Breakout Sessions**

HR: If You Leave Me Now: What Employers Need to Know About Leave and Accommodation Obligations During the Pandemic
Katheryn Bradley, Shareholder, Lane Powell

With the patchwork of federal, state and local leave laws to administer on top of new paid family and medical leave programs, many employers were already reeling when 2020 began. When the pandemic hit and quarantine orders followed, employers faced new challenges with teleworking and managing employees without available childcare. Congress responded with emergency legislation mandating paid leave for COVID-19 related illness and childcare purposes. Gov. Inslee also issued proclamations requiring accommodations for high risk employees. While employees explore a smorgasbord of leave and accommodation possibilities for managing their lives during the pandemic, this has left many managers and HR professionals feeling overwhelmed. Using real life examples, this presentation will supply you with a checklist and other tools so you can navigate gracefully through leave and accommodation obligations to manage your workforce during these challenging times.

Training: Learning at the Speed of Lean
Todd Hudson, Head Maverick, Maverick Institute, Inc.

Training managers are pushed to the limit today; with reduced budgets and staff, they must quickly skill up a multi-generational workforce to meet sky-high customer expectations and stiff compliance requirements. It's also the perfect time to get off the do-more-with-less hamster wheel to embrace new thinking and methods. Lean, a well-tested system, helps eliminate non-valued activities and increases customer value, and can be quickly applied to new and existing programs. Learn how other organizations are transforming themselves to tackle today's challenges.

2:15 - 2:25 **Break**

2:25 - 3:10 **You have 8 Seconds – Go!**
Betsy Hubbard, Founder & President, Mindset Digital

These days, it's easy to get a message out—there are more communication channels than ever before. The challenge is getting a message in—getting your clients and even your colleagues to slow down and tune in. Filled with practical tips, this fast-paced session will focus on three new realities for communicating today.

3:10 - 3:15 **Wrap-Up**
Coyte Cooper, Ph.D., Performance Coach & Motivational Expert; Emcee

3:15 **Networking Event**

Wednesday, September 16

8:00 - 8:05 **Welcome**
8:05 - 8:30 **Ice Breaker**
8:30 - 9:15 **Resiliency, Positivity, How to Adapt**
Kevin Parker, Owner, Dutch Bros. Coffee

The world has seen more changes in the last six months than in the last decade, and its forced a lot of people to reexamine how they work and attitudes about daily life. In this session, Kevin will talk about how to be resilient in the face of change and adversity, ways to keep a positive attitude (for you and your employees) and how to adapt in a healthy way.

9:15 - 9:25 **Break**

9:25 - 10:10 **Breakout Sessions**
HR: Keeping Up With COVID (and Other Employment Law Developments)
Mike Kitson, Shareholder, Lane Powell PC

2020 is a year like no other. Like the whole world, most of the issues facing human resources professionals have to do with the impact of COVID-19. The fact is that our labor and employment laws were not written with a pandemic in mind, and the laws, regulations, and orders passed in the last six months to address the pandemic were passed on the fly. These dynamics have created an uncertain climate with lots of potential land mines. This legal update will focus on COVID-related topics including remote workers, high risk employees, return to work, and unemployment benefits issues. We will also address new developments other areas including wage and hour, non-compete agreements, and pay equity.

Training: Interact and Engage! Activities for Engaging Live Online Training
Kassy LaBorie, Principal Consultant, Kassy LaBorie Consulting

Online meeting technology has made it easy to connect with people from anywhere in the world, yet learning and development professionals often struggle with getting everyone to interact. During this session, Kassy will share what trainers can do to be successful in the virtual environment, including activities, techniques and more to help employees stay engaged.

10:15 - 11:00 **The Power of Collaboration**
Shanon Olsen, VP of Business Development, Henley Leadership Group

Does your team have the tools to disrupt the silos in your organization that limits true collaboration? And are the relationships with co-workers trusting and respectful? In this session, attendees will be challenged to imagine bigger and act bolder by shifting the way you think and work with others. Shanon will cover the five elements of collaboration and explore ways to make your team true collaborators.

11:00 - 11:15 **Wrap-Up/ Conference Debrief**
Coyte Cooper, Ph.D., Performance Coach & Motivational Expert

11:15 **Adjourn**

The WBA would like to thank the following sponsors for their support of this event:

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Coyte Cooper
Ollin Leadership

Dr. Coyte Cooper is a bestselling author, international speaker and high performance coach who is one of the premier experts in the area of leadership and maximizing human potential. A former NCAA Division I All-American athlete, college professor and the current founder/CEO of Ollin Leadership, Coyte has worked closely with thousands of proactive professionals the past few years to develop a unique transformational system that helps audience members radically enhance their clarity, focus, ENERGY, motivation, passion and results on a consistent daily basis. Professionals understand how to build an uncommon personal brand that fosters meaningful interactions and solid relationships to inspire others around them to live to potential. He delivers one-of-a-kind talks that fully captures the audience's attention, taking them on a memorable journey towards the results and lives they desire.



Kassy LaBorie
Kassy LaBorie Consulting

Kassy LaBorie is the founder and principal consultant at Kassy LaBorie Consulting, LLC. She is a virtual classroom master trainer who specializes in developing trainers to be engaging and effective when facilitating programs in platforms such as Zoom, WebEx, Adobe Connect, and more.

Kassy also trains and coaches producers, the virtual classroom trainer's partner in effective facilitation, as well as instructional designers, tasked with creating or converting content for virtual classroom delivery. Since 2008, Kassy has participated in over 100 industry conferences as a speaker, expert panelist, and workshop trainer and is a regular presenter. Before launching her consulting practice, she was the director of virtual training services at Dale Carnegie Training, a consulting service that partnered with organizations to help them develop successful online training strategies. Kassy was also an independent master virtual trainer, a Microsoft software trainer, and a senior trainer at WebEx, where she helped build and deliver training at the WebEx University.



Katheryn Bradley
Lane Powell

Katheryn Bradley is a management-side lawyer who has devoted her career to resolving workplace disputes faced by private and public employers. She has successfully litigated and resolved claims for wrongful discharge, discrimination, and violations of leave



and wage and hour laws in individual and class action lawsuits in trial and appellate courts throughout the Pacific Northwest. Katheryn takes great pride in helping employers avoid employment claims by preparing effective workplace policies and counseling them through reductions in force, separations and terminations. She also advises managers and Human Resource professionals in organizations of all sizes on best practices to manage leave and navigate through the interactive process to accommodate disabled employees. Katheryn's practice spans Alaska, Washington and Oregon.

Betsey Hubbard
Mindset Digital

In this time of digital disruption, change isn't an option—it's required. Betsy Hubbard is passionate about helping professionals develop the skills, knowledge and thinking they need to thrive in a digital age. She leads the development of Mindset Digital's products, which serve Fortune 100 companies by designing scalable learning solutions (think mobile, micro, gamified) for today's hyper-distracted audiences. A sought-after speaker, Betsy has given keynotes and led high-impact workshops for clients in North America, Europe and Asia. Prior to launching Mindset Digital, she transformed the Kiplinger Program in Public Affairs Journalism at The Ohio State University into the first social media fellowship for journalists and taught graduate courses on the impact of digital media on public policy at the John Glenn School of Public Affairs. Betsy led a consulting practice focused on the intersection of leadership and organizational performance. She earned an M.A. in Public Policy from the University of Minnesota and a B.A. in Political Science from Goucher College, also spending a year abroad at the London School of Economics.



Todd Hudson
Maverick Institute

With more than 30 years of process improvement and operations management experience, and more than fifteen years as a global knowledge transfer expert, Todd Hudson has worked with US, European and Asian companies and seen just about everything the business world can throw at you. From frenetic growth and high volume, to cutting fat, cutting into muscle and cutting your own throat. He is co-author of "Mindful Habits for 7 Lean Practices," as well as two books on employing Lean methods to accelerate onboarding of new hires. Todd is currently writing a book on applying Lean to laboratories and EHS. Todd also is a trained CERT (Community



Emergency Response Team) volunteer in Oregon, and helps non-profit organizations in Portland use Lean methods to address homelessness. Todd holds an MS in Industrial Engineering and Operations Research from the University of Massachusetts and a BA in Chinese and Economics from Connecticut College. He speaks Chinese and French, and is a foodie, kayaker and an amateur filmmaker.

Mike Kitson

Lane Powell

Mike Kitson is a seasoned attorney, focusing his practice on defending and advising public entities and private companies in employment law matters. His approach to both advising and litigation is pragmatic and client-driven. Mike is always looking for ways to help clients avoid litigation, but is a dynamic and efficient advocate when litigation arises. Mike has extensive experience defending and resolving claims in state and federal courts for wrongful discharge, discrimination, accommodation, harassment, leave and hour law violations, and class actions. He also regularly conducts training on employment and labor law issues, civil rights compliance, and public policy matters.



Shanon Olsen

Henley Leadership Group

Shanon Olsen draws on her 20-plus years of experience in transformational training and development in a wide variety of sectors and brings this to her coaching and consulting. She works with executives, teams and organizations to upgrade habits that increase collaboration, innovation and overall business effectiveness. Shanon knows the value of struggling towards something remarkable. Her coaching is authentic, direct and empowering. She partners with clients to produce extraordinary results and lasting change. Utilizing her background in curriculum design and her many years of corporate coaching, she brings a unique perspective that serves her clients as trusted thought partner and leadership consultant. Because of her breadth of experience and sustainable results over the last decade, Shanon is responsible for developing new coaches, designing additional trainings and ensuring the success of large projects within her company's key client. With grace, dedication and humor, she brings their brand alive through virtual trainings, marketing initiatives and by creating an array of materials and products.



Kevin Parker

Next Level Coaching

Kevin Parker is an entrepreneur, former politician, an advisor to a member of Congress, and a professor in leadership studies. Perhaps most notably, he is a survivor of the shooting at Columbine High School in 1999. He also was a facilitator (asst. professor) in adaptive leadership course at Harvard University. He owns the Dutch Bros. Coffee locations in the Spokane region. He oversees 200 employees and nine locations. Kevin was awarded Spokane Citizen of the Year and later Washington State Citizen of the Year. He served as a state Representative in the Washington State Legislature for four terms. Kevin has been a Facilitator at Harvard in the Executive Leadership program. He was also a Rodel Fellow at the Aspen Institute. He currently serves as a Visiting Professor of Management/Leadership at Whitworth University. Kevin also has a company called Next Level Coaching which is a boutique executive coaching firm which works with a small handful of clients to further develop their leadership skills, strategic growth plan, and culture within their organization. His clients range from higher profile individuals to budding entrepreneurs. He is currently working on his PhD in Leadership Studies from Gonzaga University.



Rachelle Strawther

Gonzaga University

Rachelle Strawther is the director of leadership training and development at Gonzaga University where she interactively engages audiences through humorous, yet powerful talks and keynote speeches. By discussing her leadership failures, successes and lessons, she helps people consider how to become the best version of themselves, as leaders, followers, friends, and family members. Her multi-faceted background, which includes nearly nine years of work in East Africa, allows her to connect deeply with diverse audiences in various ways, whether that be sharing stories with elementary school students or engaging engineers in discussions about workplace challenges. Her guiding leadership mantra can be encapsulated in this African proverb: "If you want to go fast, go alone. If you want to go far, go together."



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2020 Virtual
Education/ Human Resources
Conference



Hello!

I am attending WBA's Education & Human Resources Conference today and tomorrow and am dedicating this time to focus on learning.

The conference ends Sept. 16 at 11:15 a.m. Please feel free to stop by after this time.



SOS Habit

When you write with clarity, you have impact.
Apply these SOS tips to drive action and earn business.

1: SHORT

- » **Focus on the essentials.** Use fewer than 100 words.
- » **Get to the point—fast.** “Front load” the ask & skip the fluff.
- » **Keep it plain and simple.** Check your readability score.

“Plain words are more easily understood.”

2: ORGANIZED

- » **Add a power subject line** that drives action.
- » **Make the call to action clear** and specific.
- » **Think ARC:** Action, Recommendation, Context.

Action

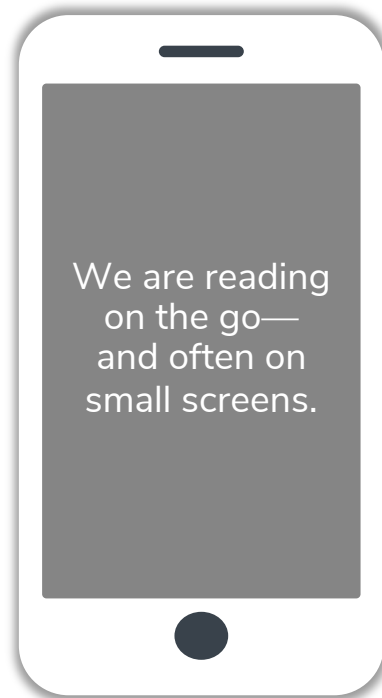
What action do you want your readers to take? Can they tell what to do and how to get started?

Recommendation

What do you recommend? Help people make smart decisions and move forward.

Context

What key context does your reader need to take action? KEY context, not ALL context.



3: SKIMMABLE

- » **Embrace white space.** If in doubt, press return.
- » **Let your headers do heavy lifting.** Share your key points at a glance.
- » **Format for speed** and readability.

SOS Habit training can help you save time and get more done.

Available from the American Bankers Association: www.aba.com/SOSHabit

Want to learn more? Reach out to hubbard@mindsetdigital.com.



Eliminate Training Waste!

"Anything doesn't directly help learners achieve mastery as quickly as possible."

What activities and conditions exist in your current training programs that don't directly help learners achieve mastery as soon as possible? List them here. Target them for elimination. Remember these 8 wastes with the acronym '**DUDE OMIT**'.

WASTE	DESCRIPTION
Unevenness (Mura)	<ul style="list-style-type: none"> ▶ When activities are done; how they are scheduled ▶ Batch processing, ganging up work and classes ▶ Feast-famine scheduling that strains resources
Unreasonableness (Muri)	<ul style="list-style-type: none"> ▶ Inappropriate/inadequate resources and infrastructure ▶ Lack of or unclear standards, requirements, support ▶ Overly complex processes with many opportunities for error
Defects	<ul style="list-style-type: none"> ▶ Incorrect, out-dated or obsolete content ▶ Activities and exercises that are unclear or ambiguous ▶ Misinterpreting and forgetting information
Unused Talent	<ul style="list-style-type: none"> ▶ People with expertise excluded from teaching ▶ Too much focus on professional trainers ▶ People not allowed to direct their own learning
Delay	<ul style="list-style-type: none"> ▶ Time to create, approve and deploy content ▶ Waiting for classes, downloads, job aids or other content ▶ Content taught/learned in the wrong sequence
Extra Steps	<ul style="list-style-type: none"> ▶ Installing software, hardware or other accessories ▶ Creating overly complex graphics and animation ▶ Filling out reports, assessments, approvals
Over Teaching	<ul style="list-style-type: none"> ▶ More content than needed to address the current issue ▶ More content than a learner can handle at the time ▶ Teaching content that people already know
Motion	<ul style="list-style-type: none"> ▶ Searching and scanning for information ▶ Typing, pointing, clicking, swiping, dragging and dropping ▶ Logging in, registering, checking boxes, filling in blanks
Inventory	<ul style="list-style-type: none"> ▶ Unused knowledge and information ▶ Course materials, handouts, binders ▶ Libraries of on-line courses and supporting files
Transportation	<ul style="list-style-type: none"> ▶ Moving materials for instruction ▶ People traveling for classes ▶ Sending materials out to be printed

Embrace Eight Training Values

Add these eight Lean for Training Values to content and activities to accelerate learning and performance improvement. How do your current training programs stack up? Remember these eight values using the acronym 'EPIC PICA'.

PRINCIPLE	DESCRIPTION
Emotional Connection	<ul style="list-style-type: none"> ▶ Emotions are engaged as part of learning. ▶ Learners strongly connect to the 'Why' and bond with the content. ▶ Learners connect with the experiences of others
Personalized	<ul style="list-style-type: none"> ▶ The format, amount and rate of learning are all tailored to the individual's learning style, previous experience and the specific situation they're facing. ▶ People can create their own learning paths and programs. ▶ Content is customized based on previous knowledge and experiences.
Instant Gratification	<ul style="list-style-type: none"> ▶ Knowledge is available exactly when people need it. ▶ Learning is directly tied to application and practice. ▶ Feedback is immediate and in a format that meets the learners needs.
Credibility	<ul style="list-style-type: none"> ▶ The most credible sources, from the point of view of the learner, are used to communicate information and influence behavior. ▶ Sources can be internal or external to the organization. ▶ Expertise and standing matter more than position and title.
Push-Pull-Pushback	<ul style="list-style-type: none"> ▶ Learners 'pull' knowledge they need when they need it. ▶ 'Pushed' knowledge is relevant to the learner's time and place. ▶ Learners can 'pushback' by editing, creating and resharing content. ▶ Interactivity between experts, learners and content is high.
Inside Out	<ul style="list-style-type: none"> ▶ There's no 'internal bias' towards content origin and creation. ▶ Experts, internal and external, create content and make it available. ▶ Users create their own content. Public content is readily used. ▶ External learning communities and communities of practice are available.
Clear Learning Signal	<ul style="list-style-type: none"> ▶ Individuals are receptive to learning. Motivation is present. ▶ People know that they need to learn before attempting an activity. ▶ People understand the limits of their knowledge and skills. ▶ People use fear, doubt and uncertainty to guide learning. Confidence is a key measure of learning and mastery.
Alignment	<ul style="list-style-type: none"> ▶ The learning process reinforces and complements the organization's values. ▶ The content delivery medium supports the message being delivered. ▶ Learning happens within operational cycles and settings. ▶ The relationship between learning and improved performance is clear.