

# 2010 PLAY ASTD-Cascadia Regional Conference

Learning to Play... Playing to Learn!

October 20 – 21, 2010 ♦ Salem Conference Center • Salem, Oregon  
**Keynote Speakers: Dr. Thiago and Brad Barton**

## Featuring Pre-Conference Workshop Tuesday, October 19, 2010 **Building Organization Capability Through Business Simulations** *“Recreate a real business environment to boost discovery-based learning.”*

### Intended Audience

Anyone in workplace learning! All will find value in the discussion and experience of this unique approach to experiential learning.

### Overview

Simulations are key for building business results faster. No longer just a "training" tool, simulations drive change and allow employees to experience new business strategies in a risk-free environment.

The global leader in accelerating strategic alignment and execution through the use of experiential learning, BTS builds customized simulations and experiential solutions for Fortune 500 companies. All programs use a results-focused approach that focuses on business impact.

During the course of the program, BTS will present an overview on the use of simulations to build organizational capability. Participants will experience a simulation firsthand by running a global enterprise and competing for market share and profitability by leveraging resources and navigating business and leadership challenges. At the conclusion of the simulation, a review of best practices will address needs analysis, development, implementation, and measurement.

Participants in the words of one Fortune 100 CEO will come away “genuinely energized, grateful, stretched, and enthusiastic.”

### Outcomes

- Better understanding of simulation capabilities
- Increased knowledge of experiential learning development, implementation and measurement
- Improved ability to leverage simulations as a learning tool in any organizational setting
- Increased business acumen driven by accelerated learning

### Areas of Expertise

*(based on National ASTD Workplace Learning Competency Model)*

1. Designing Learning
2. Improving Human Performance
3. Delivering Training
4. Measuring and Evaluating
5. Facilitating Organizational Change

### Registration Cost: \$70 with conference registration; \$130 without To Register

Visit our web site at [www.astdcascadia.org](http://www.astdcascadia.org) and click on the conference logo (left hand side).

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This program has been approved for 4.5 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. Note the program ID number on your recertification application form (available at conference). For more information, please visit the HR Certification Institute website at [www.hrci.org](http://www.hrci.org).

### Joel Reed



Joel Reed is an Executive Director at BTS in San Francisco, California where he develops and implements high-impact solutions in the area

of leadership, business acumen, strategic alignment, and customer understanding. Joel spends the majority of his time working with Agilent Technologies, Cisco Systems, and Hewlett-Packard, in addition to other Global 500 organizations. Within BTS, Joel manages client relationships and development teams, provides mentorship, and builds internal capabilities. Prior to joining BTS 10 years ago, Joel worked in business development and web transformation at several ‘.coms’ and developed a small coffee business.

### Shannon Smith



Shannon Smith is an Advantage Performance Partner in the Northwest where she helps individuals and organizations align their most important priorities and build their

capabilities. Her areas of focus are leadership and talent management, learning agility, innovation, and performance management. Her clients have included Starbucks Coffee Company, Microsoft, as well as Providence, Peace Health and Group Health within the healthcare industry. Prior to joining the Advantage Performance Group in 2008, Shannon worked within the learning and development industry for over 20 years, including managing Northwest accounts for FranklinCovey, AchieveGlobal, and Development Dimensions International.

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