

What Are Employers Looking For?

April 6, 2017

Alissa Weiher, Mary Ann Wright, Rachel
Hutchinson, Elise James-DeCruise



Today's Panelists...



Alissa Weiher

Senior Talent Development Manager, Cochlear



Elise James-Decruise

Vice President, New Marketing Institute, MediaMath



Mary Ann Wright

Manager of Learning Design, Home Depot



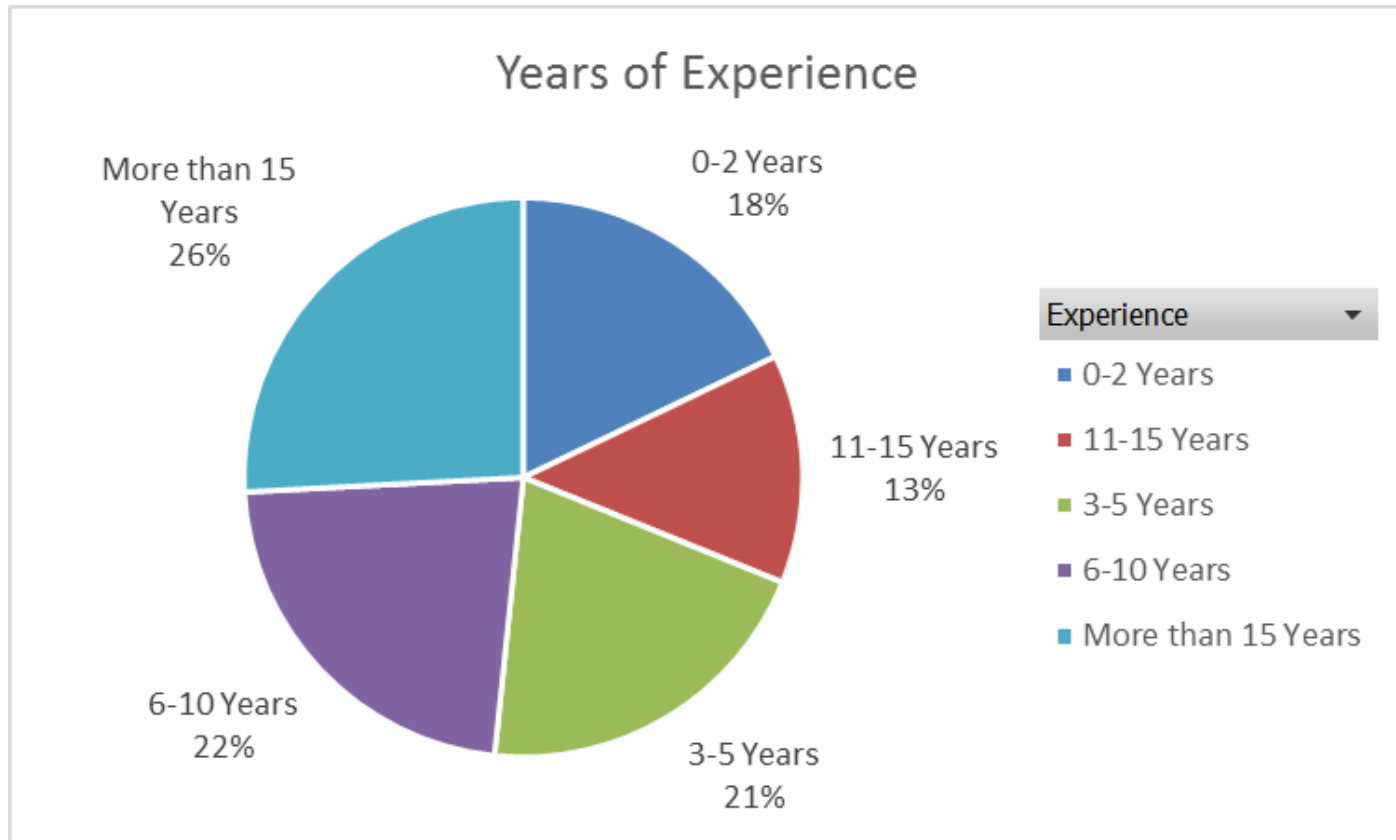
Rachel Hutchinson

Head of Global Portfolio and Community Management, Hilti

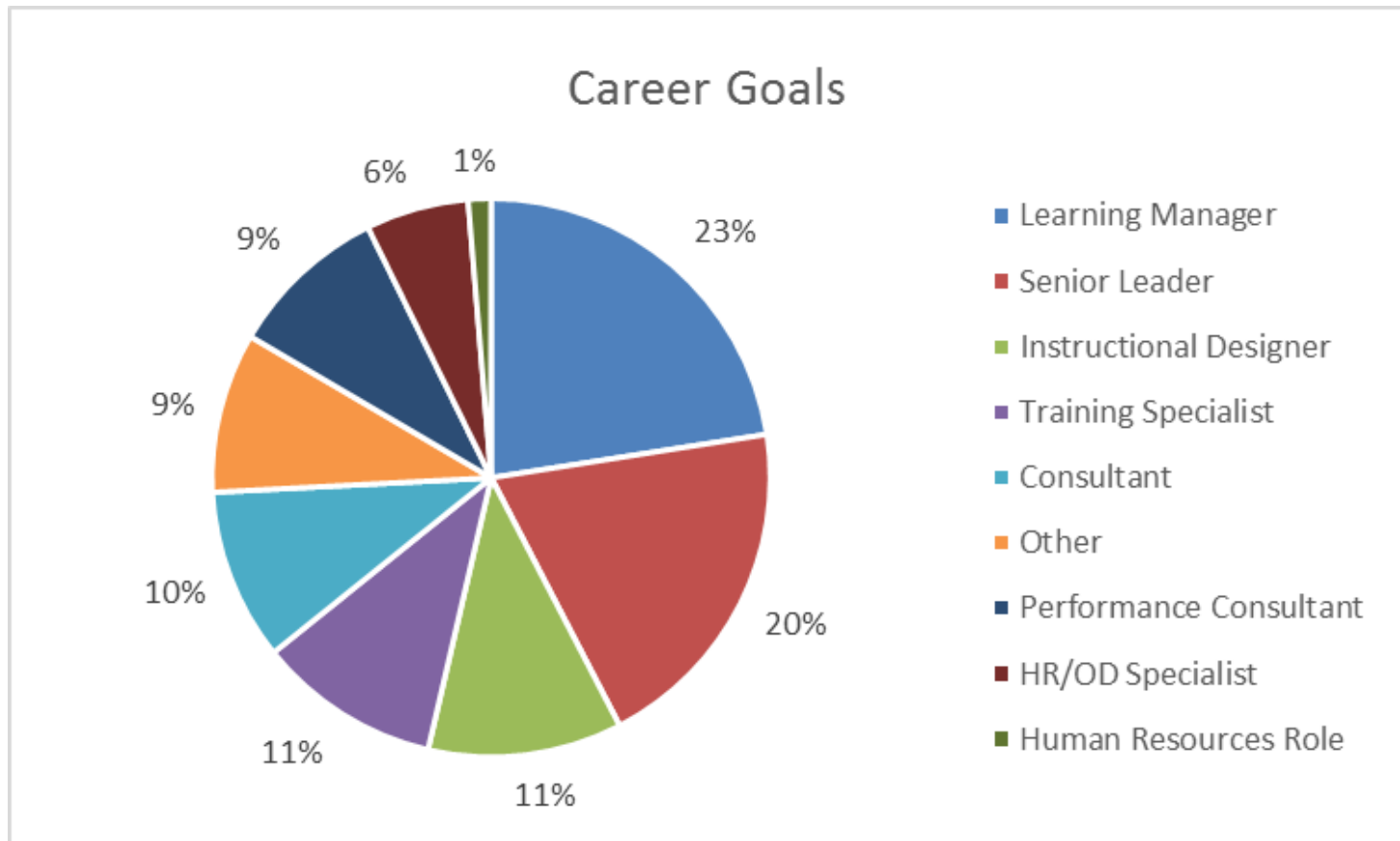
Overview

- Who You Are
- What Skills Do I Need?
 - Now and Future
- What Credentials/Education Are Valued?
- How Can I Gain Experience?
- What Do You Want Candidates to Know?
- Q&A

Who You Are



Who You Are



What are the most important skills for TD professionals to possess now?

- Business acumen
- Communication skills
- Project management
- Learner-centered approach
- Relationship building
- Adaptability/learning agility



What skills are most lacking in the candidates you've seen recently?

- Alignment with business goals
- Depth in instructional design
- Measurement of results
- Influencing without authority
- Needs and gap analysis
- Consulting focus

What skills should TD professionals develop to be ready for the future?

- Business acumen
 - Competitive landscape, P&L, operating practices
- Community management
- Designing for mobile
- Consultative questioning



What credentials, education or training do you value most?

- College degree
- Experience - relevant to position & organization
- CPLP, APTD looks interesting
- ID related degree or experience for ID positions
- Like to see people who are always learning

How Can I Gain Experience?

- Professional organizations
- Volunteer
- Develop portfolio of your work
- Shadow professionals
- Highlight relevant experience in current role



How to Stand Out

- Show curiosity, learning agility
- Consulting focus vs. order takers
- How to get to the root cause of problem
- Ability to be a good business partner

Message to Candidates

If you could tell candidates one thing, what would it be?

- Network like crazy
- Think like the person hiring you
- What information are they looking for? Why?
- Have a value statement



Q&A

- Chat out your questions for panelists
- Please no questions that are specific to a job posting at their company