Promoting Brilliant Ideas

Influencing stakeholders to endorse your outside-the-box recommendations

LaSalle University Lunchtime Learning and TrainingIndustry.com
#LSLTL

Catherine Lombardozzi, Ed.D.
Learning 4 Learning Professionals
@L4LP
College of Professional & Continuing Studies (CPCS) graduate program in:

Instructional Technology Management
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITM 600</td>
<td>Principles of Instructional Design</td>
</tr>
<tr>
<td>ITM 605</td>
<td>The Adult as Learner</td>
</tr>
<tr>
<td>ITM 610</td>
<td>Project Management</td>
</tr>
<tr>
<td>ITM 615</td>
<td>Web Design, Usability, &amp; Visual Literacy</td>
</tr>
<tr>
<td>ITM 620</td>
<td>Professional Media Production</td>
</tr>
<tr>
<td>ITM 625</td>
<td>E-Learning in the Corporate Environment</td>
</tr>
<tr>
<td>ITM 630</td>
<td>Client Communications &amp; Consulting</td>
</tr>
<tr>
<td>ITM 635</td>
<td>Evaluation &amp; Assessment of Learning</td>
</tr>
<tr>
<td>ITM 640</td>
<td>E-Collaboration for Instructional Technology</td>
</tr>
<tr>
<td>ITM 645</td>
<td>Training a Global Workforce</td>
</tr>
<tr>
<td>ITM 650</td>
<td>Self-Assessment for Leadership</td>
</tr>
<tr>
<td>ITM 700</td>
<td>Capstone Project</td>
</tr>
</tbody>
</table>
Why Instructional Technology Management?

Here are a few careers areas where these credentials will prove especially valuable:

- **Chief Learning Officer**
- **Instructional Architects**
- **Human Capital Management**
- **Training & Development**
- **Human Resources**
LaSalle staff is committed to helping you.

- Advisors will walk you through the admissions process
- Financial Aid & payment plans make your education possible
- Faculty serves as teachers, mentors, & facilitators
If a M.S. degree in Instructional Technologies Management might be for you:

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Critical Few Recommendations to Power Ideas

• Be practical.
• Speak your stakeholder’s language.
• Keep it real.
• Inspire stakeholder’s imagination.
Be practical.

Practical mistakes:

- Overlooking potential barriers.
- Customizing beyond recognition.
Be practical.

- Build on solid foundation.
- Keep the core stable.
- Don’t touch critical pieces.
- Counterbalance weak areas.
- Make all moves carefully.
- Watch others’ moves.

Remember the secrets to winning Jenga.
Speak stakeholder’s language.
Type in chat the words or phrases you might use to describe the given concept to business leaders. You cannot use any part of the given word or phrase in your clue.

Reflection Exercises
Stakeholder Language Fluency

- client satisfaction
- dashboard
- innovation
- goals
- billable hours
- speed to market
- balanced scorecard
- productivity
- social responsibility
- competency
- call quality
- metrics
Keep it real.

Simple

Concrete

Credible

Make it stick.

Chip Heath and Dan Heath, 2007
Made to Stick: Why some ideas survive and others die
Simple - Concrete - Credible

The SWITCH Framework

Direct the rider
- Publicize and replicate successes.
- Give simple and unambiguous direction on what to do.
- Explain the vision and intended outcome.

Motivate the elephant
- Engage emotion.
- Encourage small steps in the right direction.
- Show people how they might “be” – not just what they might do.

Clear the path
- Get barriers out of the way and put up guideposts.
- Use checklists and action triggers.
- Get everyone into it.

Source: Chip Heath and Dan Heath (2010) - Switch: How to change things when change is hard
Reconceptualizing Developmental Relationships

ANDREW D. ROCK
THOMAS N. GARAVAN
University of Limerick

This article reviews the emerging literature on developmental relationships and proposes a typology of relationships. Developmental relationships are defined as either formal or informal relationships that are time-limited, result in personal and professional growth, and take an active interest in and illustrate learning experiences to others. The authors focus on developmental relationships in the context of type, network effects, and develop guidelines for better understanding of these.

Relational Approach to Career Development

Individual and organizational conditions... lead to the formation of multiple relationships... which promote personal and professional outcomes.

Organizational Conditions
- A positive work environment
- Supportive leadership
- Opportunities for growth
- Clear career development pathways

Relational Conditions
- Open communication
- Trust
- Collaboration
- Respect

Personal Developmental Relationships
- Personality
- Competencies
- Skills
- Values

Organizational Developmental Relationships
- Organizational climate
- Support
- Resources
- Opportunities

Test Outcomes
- Personal effectiveness
- Job performance
- Satisfaction

Table 1: Personal Learning Outcomes

- Knowledge
- Skills
- Attitudes
- Values

Table 2: Organizational Learning Outcomes

- Innovation
- Collaboration
- Adaptability
- Efficiency

Learning Through Relationships

Practice and Coochability

Personal Support

Engagement in Reflection

Connections

Work Activity

Work Activity

Formal Learning

Direct Instruction

Observing and Coaching

Participating in learning activities

Learning from others

Vicarious Learning

Engagement in Reflection

Connections

Connections

Reflecting on own learning

Sharing concerns and fears

Drawing on the wisdom of others

Practice and Coochability

Learning from others

Drawing on the wisdom of others

Accessing network

Accessing resources

Connecting with others

Collaborating

Working together

Developing solutions

Learner

Developer

Lasalle University
Simple - Concrete - Credible
Keep it real.

Simple

Concrete

Credible

Make it stick.

Chip Heath and Dan Heath, 2007
Made to Stick: Why some ideas survive and others die
Inspire imagination.

Unexpected  Emotional  Stories

The power of an exciting vision and compelling story...

Make it stick.

Chip Heath and Dan Heath, 2007
Made to Stick: Why some ideas survive and others die
The Hero’s Journey

- Bleakness and oppression
- Cries for help
- Reluctant to take on the call
- Meets mentor and teacher
- Takes up the fight
- Draws on teachings of mentor
- Experiences ordeal
- Finds allies
- Builds coalition for change
- Defeats the bleakness

Nancy Duarte (2010)
Resonate: Present visual stories that transform audiences
Setting Others on the Hero’s Journey

**Mentor’s Role**

*Understand the bleakness*

*Amplify the cries for help*

*Understand hero’s strengths and vulnerabilities*

*Give the hero a way forward; teach what he or she needs to know*

*Give the hero a way to overcome challenges.*

**Selling Brilliant Ideas**

*Clarify the problem.*

*Make the case!*

*Know your audience.*

*Make actionable recommendations.*

*Support implementation.*

The *stakeholder* is the HERO – you are the MENTOR.
Inspire imagination.

Unexpected  Emotional  Stories

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Recommended Resources

**Made To Stick: Why Some Ideas Survive and Others Die**

**Resonate: Present Visual Stories That Transform Audiences**

**Presentation Zen: Simple Ideas on Presentation Design and Delivery (2nd ed.)**

**Slide:ology: The Art and Science of Creating Great Presentations**

**Switch: How to Change Things When Change is Hard**
Thank You

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A Final Thought

Follow the path of the unsafe, independent thinker. Expose your ideas to the dangers of controversy. Speak your mind and fear less the label of 'crackpot' than the stigma of conformity. And on issues that seem important to you, stand up and be counted at any cost.

~ Thomas J. Watson
IBM Chairman and CEO, 1914-1956
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