



Learning Strategy Individual Contributor



Jordan Barr, CPTD®

Director, Training & Development
Insurance

Role Level

Individual Contributor

Key Skills

- Instructional Design
- Training Delivery/Facilitation
- LMS Administration
- Strategic Communication
- Influential Leadership

TD Team Size

3 members

Company Size

850

TD Tenure

10+ years

Biggest Challenges

Influencing the partners I work with to be open to innovative and creative ways of developing their people

What is the BEST part of your job?

I am on a small team on the HR side of the business that gets to support the entire enterprise. I love the wide variety of work I get to do, from supporting the individual needs of a specific division, to leadership development for all of the people managers in the organization. I have a wide range of customers and influence which keeps my job fun and exciting.

How did you get into talent development?

I went to school for a master's degree in industrial/organizational psychology. During that time I honed in on my strength in the training and development field specifically, where I'm able to put my I/O systems perspective into practice on a daily basis. I was recruited by a friend to a local retail/technology company where I worked as an analyst in Workforce Management. I was able to utilize my L&D skills in many ways in that role, which helped me interview for an Instructional Designer role in my organization at the time. I was clear and direct with all of my leaders along the way about my career goals of growing my L&D skillset and made it a priority to push my skillset into something new every year.

Advice for people interested in the kind of role you have?

Be an adopter and motivator of innovation. Our field is consistently changing and if you are not able and willing to lead that effort, you will likely not be taken seriously as an L&D professional. Also, get involved in your local ATD chapter. This field is all about connections with other people and if you do not have a strong network to lift you up and introduce you to others, it will be that much harder for you to succeed.



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What does your typical week look like?

I conduct a needs analysis with various subject matter experts who have a need for training. I partner with them to identify the audience, what skillset they are looking to grow, and then recommend learning options to help them close the identified skill gaps. That could mean pointing users to existing content from one of our learning libraries, or creating bespoke training to meet the organizational need. I used a variety of tools from Microsoft Word/PPT, Camtasia, and Articulate 360 to create the learning resources we have identified. I also facilitate live workshops as the need arises.