**SOS Submission:** *Click here to enter text*. **SOS Title: Executive Leadership Breakfast**

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| **Submission Date: August 11, 2016** **Chapter Name: ATD Hawkeye Chapter**  **Chapter ID: 6101** **Chapter Location: Cedar Rapids, IA** **Chapter Membership Size: 107** | **Contact for this Submission: Helena Long** **Email Address: Helena.Long@jetinc.net** **Phone Number: 319-294-6106; 319-210-0359**  **Chapter Title: Pres-Elect** **Chapter Website URL: www.hawkeyeastd.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:** In May 2015, our ATD Chapter hosted a breakfast for the executives in Talent Development and Workplace Learning and Performance in our region. Twenty executives were invited, and 13 attended. The breakfast was held at Mount Mercy University House, which is the residence of the University President; the main floor is available for these types of events. We chose this session because of the intimate setting, and included a tour of the house in the program’s agenda. After a well-facilitated, but informal discussion, we gleaned a very comprehensive list of “Trends and Challenges in Talent Development.” This list was sent as a follow-up to the attendees for validation, and has been used as the basis for our 2016 monthly Chapter programs, professional development events, and our Annual Fall Conference to be held in September. In addition, this event enhanced visibility of ATD in that 50 percent of the attendees were not familiar with ATD prior to the breakfast.

**Need(s) addressed (please be specific):** Our objectives were: Gain insights into the performance gaps and challenges existing within our region to help our Chapter with programming and professional development curriculums; Increase visibility and Chapter awareness among senior executives in Talent Development and Workplace Learning and Development in our region; Increase awareness and promote benefits of ATD’s CPLP; Discuss role of executives in supporting ATD Hawkeye Chapter.

**What is your chapter’s mission?** To provide talent development and networking opportunities for the purpose of achieving work-related competence, higher performance, and professional growth.

**How does this effort align with your chapter mission (Please provide specific examples)?** Our Chapter programs and professional development events must focus on the work-related competencies valued by our stakeholders in the region. This effort provided us the opportunity to interact directly with the executive-level decision makers in some of the key organizations in our area to capture and thoroughly understand their priorities for skill development for their Talent Development professionals.

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?** With enhanced executive-level support and programs/professional development events that directly address the skill needs in our region, ATD members are better equipped to make significant contributions to their company’s talent development strategies.

**Target Audience (Who will benefit/has benefited?):** All local Chapter and National ATD members; Talent Development Professionals in the region; Companies in the region

**Costs/Resource Used:** *(Include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources.)* Cost to reserve the facility = $100; Cost of catering = $100; Approximately 15 hours of ATD Chapter Leader time

**How did you implement?** *(Please give a brief description.)* (1) Identified executives in Talent Development from our region’s small, medium and large companies; sent personal invitations, followed with a personal phone call; reserved an attractive, accessible facility with a catered continental breakfast; developed an agenda to ensure objectives were met yet to keep the conversation friendly and informal; used the ATD Competency Model as a point of reference during the discussions; listened and recorded the input from participants; summarized the discussion points and sent these to the attendees for validation; used this list during our planning for 2016 programs and professional development events. Please see attached flyer and agenda for the event.

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)* As a result of the increased visibility of the ATD Hawkeye Chapter and our targeted programs, organizational support and participation in all Chapter meetings, professional development activities, and financial support have increased in 2016.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)* Keep the group small so that each participant/executive has the opportunity to fully express his/her needs and can discuss input from others; use personal contact when inviting executives to the event (instead of sending an invitation via mail or email); have an agenda and effectively facilitate the discussion to ensure pertinent information is gathered, the attendees feel that it was a valuable use of their time, and that the setting stays informal yet productive.

**Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** Chapter Board members, Chapter mission and SOP, ATD Competency Model

**How did you become familiar with the Sharing Our Success (SOS) program?**

* Saw or heard of SOS from Twitter
* Saw or heard of SOS from Facebook
* Saw or heard of SOS from another Chapter Leader
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ATD website
* Other

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?**

**\*Participating chapters receive up to two complimentary registrations for presenters.**

***Please email completed forms to*** [***SOS@td.org***](mailto:SOS@astd.org) ***along with any supporting documents.***