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| Submitted by | Mary Jane Riccardi | |
| Date submitted | January 8, 2019 | |
| This is a/an | Chapter Meeting | |
| Event Title | Applying Human-Centered Design at Work and ATD | |
| Event Date | February 20, 2019 | |
| Address | 3678 Aero Ct., San Diego, CA 92123, Room 138 | |
| Venue Contact\*: | TBD | |
| Time | 5:30pm – 8pm | |
| Responsibilities | Speaker | Kel Davison |
| Volunteer Management | Chelsea Logan |
| Logistics | Jacquie Fine |
| Sponsors |  |
| Pricing |  | |
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| **Event Description** | | |
| As L&D professionals, we must put people at the center of the services and experiences we provide. In the end, there must be balance between these questions:   1. Do people need or want it? 2. Can we do it? 3. Should we do it?   Human-Centered Design Thinking is gaining significant traction in organizations, both non-profit and for-profit, because of its keen focus on the end user. The tools can be easily integrated into existing operational structures and enhance current processes across all disciplines.  Join us at this month’s chapter meeting where you will not only learn more about Human-Centered Design and how it can be used, but also engage in the use of a Human-Centered Design tool intended specifically to focus on ATD’s “end user”, our members. Through this process, you will share your interests and needs with ATD San Diego leadership, which will be used to help direct future events in 2019 and beyond, **and** you will leave with a tool you can use within your organizations to put people at the center of what you do. | | |
| **Copy for Website**  This is the link to the Design Academy  [**https://www.intersection-inc.com/**](https://www.intersection-inc.com/) | | |
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| **Sponsors?** | | |
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| **Additional Information** | | |
| Macintosh HD:Users:Intersection-Inc:Desktop:Screen Shot 2018-12-21 at 2.54.30 PM.pngBIO KEL DAVISON  “A strong business strategy starts and ends with people. It is through true empathy and respect for others that the best solutions are created.”  Kel Davison is the Growth Strategist for Intersection, Inc., a design and innovation consultancy in San Diego, California. She acts as a business advisor to client organizations working directly with CEOs and C-suite talent as they discover, test and implement Human-Centered Design (HCD) solutions.  Before working with Intersection, Davison served as the System Strategist for the National University System (NUS) where she developed and managed the first Office of Strategy and Innovation and drove the first Innovation Grant Program for the multi-institutional system.    While at NUS, Davison shepherded a system-wide Human-Centered Design project. The experience inspired a mindset shift that led her to become an advocate for the methodology with the Intersection design team, adding her business fluency to facilitate a richer translation of HCD for clients. Her business operations, enterprise strategy and innovation practice background strengthen Intersection’s approach to complex challenges facing today’s organizations.    Davison teaches at The Design Academy, Intersection’s educational collaboratory, which hosts several workshops from “Ambassador” to “Master” levels throughout the year. Davison holds a Masters of Global Management from National University and is a certified Master of Human-Centered Design. She continues her mission to guide organizations to a more purposeful strategy that focuses on improving an organizational bottom line, instilling an innovative culture and mitigating enterprise risk through HCD.  Davison’s insatiable quest for learning and exploration has inspired her work across multiple industries, both non-profit and for-profit, domestic and abroad. Davison lived and worked in Athens, Greece for seven years, but returned to her hometown of San Diego in 2012. | | |

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