



## Training & Facilitation Individual Contributor



# Christa Scollard, CPTD®

Digital Adoption Leader  
*Healthcare*

### Role Level

Individual Contributor

### Key Skills

- Creating Live and E-Learning Content
- Converting Training Content to Digital Adoption Tools
- Presenting/Training All Technology

### TD Team Size

9 members

### Company Size

350

### TD Tenure

11 years

### Biggest Challenges

Constant changing of important learning topics

### What is the BEST part of your job?

Training the new hires to learn our technologies to help them do their job and seeing it click with them. Putting together trainings on our product's enhancements and then meeting with all affected associates to teach them. Putting together our digital adoption tool (Spekit) to help all associates get the information they need when they need it.

### How did you get into talent development?

I have done many roles in the past 28 years with my current company. Whenever a new person started, I loved showing them how the system worked, and sharing my knowledge with them to help them be successful in their new role with us. I was offered the chance to start up our training program 11 years ago. And have loved it, and still love waking up in the morning and doing my job.

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

Learn as much as you can and incorporate it into what you share with others. I sometimes feel that being at the same company for 28+ years is an advantage and a disadvantage. An advantage because I know so much to share with others, which is great for my role. A disadvantage because I haven't seen too many other "technologies" or "styles" that other people have seen at other companies.

Also, get certifications in the different areas you might be interested in. I have enjoyed all the courses I have taken with TD and they have exposed me and taught me things I have not had access to before.



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### What does your typical week look like?

I train our CRM system's classes a few times a week—mostly to new hires, but sometimes to all associates. Updating and improving our CRM system classes and e-learning. I am currently loading training reinforcement into our DAP (Digital Adoption Platform) and coming up with ways to get better adoption (we have great adoption, but there's room for improvement). I work with our CRM product team on the new enhancements (learning them so I can teach them, troubleshooting them).