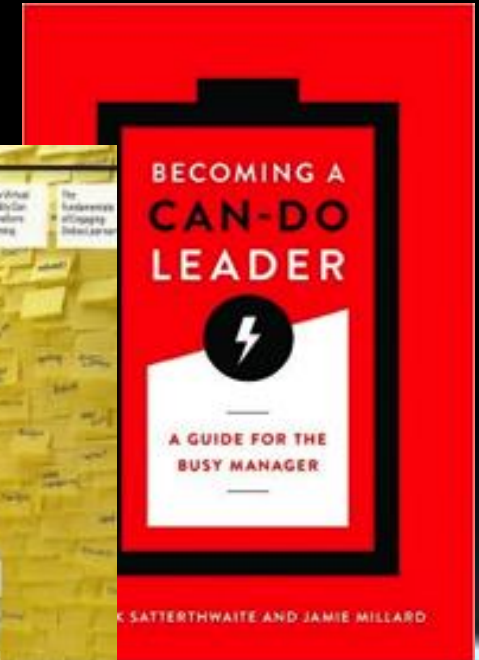


Becoming a Trusty TD Business Partner

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**Plus – Tips for Presenting at ATD Conferences
and Getting Published via ATD**

“Don’t Let Managers Down”

by Frank Satterthwaite and Jamie Millard

Cover Story in the July 2021 Edition of TD Magazine



The Challenge for TD Professionals



THE BUSINESS

TALENT DEVELOPMENT

Meet Jamal - Talent Development Manager



Jamal's Challenge -- Deliver Impactful Training



But First ... Jamal needs to Engage With Sophia – a Line Manager



The Conversation Doesn't Go Very Well



**Sophia – What
are your
training needs?**



**How would
I know?**

Jamal Needs to Become a Trusty TD Business Advisor



Some Partner Building Strategies



Strategy #1: Present Yourself as Having a Business Advisor Mentality, Not a Talent Development Silo Mentality



Strategy #2: Find Out Your Managers' Business Context and the Thorny Problems They're Dealing With



BUSINESS
101

Strategy #3: Help Managers Identify the Real Learning Needs Associated With Developing the Required Skills



Strategy #4: Provide Talent Development Solutions that Feature Two-Way Customizability



Strategy #5: Enhance the Breadth and Scope of Your Talent Development Organizational Presence



SHARE YOUR IDEAS

Breakout Discussion:

What practical tips can we share to help Talent Development professionals become trusty business partners?

Appoint a spokesperson to share one of your team's best tips

Summary -- Eight Partnering Reminders for Talent Development Professionals

1. Be willing to invest some time in building trusted partnerships with middle managers.
2. Avoid Training jargon – use layperson’s terms while learning the business language.
3. Be curious to understand the basics of the manager’s business and how their work currently gets done.
4. Get to know the business specifics of the needed change – and the desired outcomes.

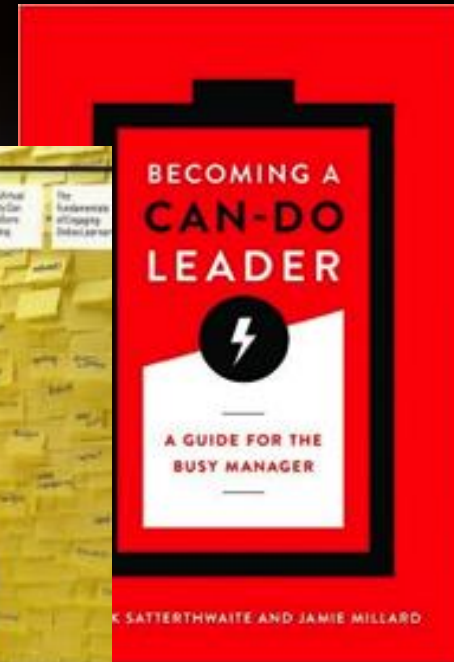


Summary -- Eight Partnering Reminders for Talent Development Professionals (Continued)

5. Ask probing questions that go beyond the presenting symptoms to uncover root causes.
6. Don't force-fit off-the-shelf solutions if they are not a good fit.
7. Customize talent development solutions so they will work in the team's particular real-world context.
8. Make sure the team can meet its current responsibilities while also being developed and trained.



Tips for Presenting at ATD Conferences and Getting Published via ATD



10 Tips for Presenting at ATD Conferences and Getting Published via ATD

1. Get involved in your local ATD Chapter ... and consider joining the board of directors – so you can go to the ATD Leader’s Conference (ALC).
2. Put in a proposal to present at the ATD Leaders Conference ... ditto for the New England Area Conference.
3. Build a relationship with ATD National ... and volunteer for a role ... any role.
4. Download the request for presenters for ATD conferences ... remember they often need to be submitted 6 to 9 months in advance.
5. Make sure your proposal is compelling – create a catchy title, focus on the impact and outcomes, make it VERY interactive, and update your bio and picture.



10 Tips for Presenting at ATD Conferences and Getting Published via ATD (Continued)

6. Visit td.org and review blogs, podcasts, articles ... and add your comment on the site.
7. Identify your distinctive talent, skill, experience that you can share ... that TD professionals will relate to.
8. Get to know the leader of the ATD Community of Practice that matches your interests, talents, experience.
9. Submit a short article or offer to write a short blog that connects to ATD's areas of focus (e.g. ATD's Capability model).
10. Most importantly ... have passion, be patient and be persistent ... keep trying, even if you get turned down at first.



atd Explore ▾ Membership ▾ Resources ▾ St

The Delegation Conundrum

Managers plates are often overflowing, so the question is when ar
By Frank Satterthwaite & Jamie Millard on June 01, 2016

TD MAGAZINE ARTICLES MEMBER BENEFIT

Delegate Well: Check Your VITALS

It is important that you understand which of your personal motivat
By Frank Satterthwaite & Jamie Millard on December 13, 2016

NEWSLETTER ARTICLES MEMBER BENEFIT

Hands-on Leadership That Empowers

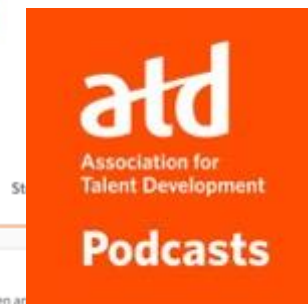
... and skills, write Frank Satterthwaite and Jamie Millard in Becom
By Patty Gaul on February 10, 2017

THE PUBLIC MANAGER MAGAZINE ARTICLE

The Complex World of Managers

... doing some of their teams work, write Frank Satterthwaite and Jamie Millard.
By Paula Ketter on June 01, 2016

TD MAGAZINE ARTICLES MEMBER BENEFIT



What are your questions about presenting at ATD conferences and getting published via ATD?



The background of the image is a dense, overlapping collage of colorful sticky notes. The colors include shades of yellow, orange, pink, light blue, and lime green. Each sticky note has the words "thank you" written on it in a casual, handwritten black font. The notes are scattered across the entire frame, creating a vibrant and positive visual texture.

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