

# 2<sup>nd</sup> Symposium the Economics of Ignorance

## Speakers



## Your Hosts



Integrity, Ingenuity, Intelligence  
[www.HaleCenter.org](http://www.HaleCenter.org)

## Your Supporters



---

International Society for  
Performance Improvement



## Your Speakers

---

**Janet Annan, M.Ed., CPT**

**Topic Africa's Undoing Institutional Helplessness**



**Janet** is a Performance Improvement Strategist with over 20 years of experience. She is a catalyst of transformation at the individual and organizational level as a business consultant, executive coach, and leadership development educator. She is the founder and CEO of Advance Level Coaching Institute. Janet has studied and worked extensively in the areas of human and business development, facilitating conferences, and providing tools & strategies to elevate business and individual Performance. Janet has a master's degree in

- Organization Development, Human Performance and Change

Management (M.Ed.) from Colorado State University. To learn more about her work visit

[www.advancelci.com](http://www.advancelci.com). She can be reached at [Janet@advancelci.com](mailto:Janet@advancelci.com)

---

**Nancy C Burns, PhD., CPT,  
PMP**

**Topic A Beacon of Hope: Guiding Our Children Past Trauma**

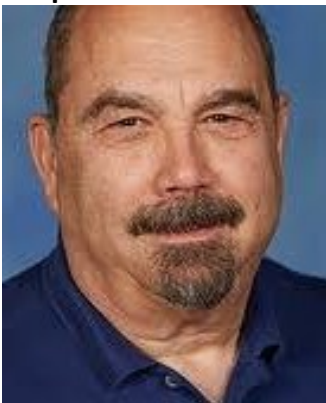


**Nancy** is president of Crain Burns Associates, LLC. As a Certified Performance Technologist, she leads individuals, teams, and organizations through strategies, identifying opportunities that achieve effective solutions. Nancy also serves as President of the International Society for Performance Improvement. As a community visioning leader, she has gained understanding of the impacts of trauma, substance misuse, and poverty on our children and how we can make a difference in their future. Nancy can be reached at [ncburns13phd@gmail.com](mailto:ncburns13phd@gmail.com).

---

**Rob Foshay, PhD., CPT,  
ibstpi Fellow**

**Topic: The Erosion of Critical Thinking**



**Rob** is Principal of The Foshay Group, a consulting firm specializing in high-value strategies for e-learning product architectures, training, and certification. He is a contributing faculty member in the learning technology Ph.D. programs at the University of North Texas – Denton and for Walden University. Rob's background includes over 30 years' experience leading corporate technology-based training and education enterprises, conducting research, and developing product strategy initiatives. He has co-authored a textbook, co-edited a handbook on instructional design, and has contributed over 70 major articles to research journals and books on a wide variety of topics in training,

Educational technology, performance-based assessment, and human performance improvement. His research interests include complex, ill-defined human problem solving, and design of scalable solutions for teaching it. Rob can be reached at The Foshay Group, [rfoshay@foshay.org](mailto:rfoshay@foshay.org).

---

---

**Frank Q. Fu, PhD., CPT**

**Topic: China's Emerging Social Innovation**



**Frank** is an associate professor of marketing at the University of Missouri at St. Louis. He has published articles in academic journals and presented at various conferences. His work has appeared in the *Journal of Marketing*, *Journal of Personal Selling & Sales Management*, *Human Performance*, and *Performance Improvement*. He currently serves as an associate editor of *Performance Improvement Quarterly*, and an editorial review board member of *Journal of Marketing Theory & Practice*. Prior to joining academia, he gained sales, marketing, and management experience in the pharmaceutical and medical equipment industries. In addition to

academic research and teaching, he helps American and Chinese companies improve their business performance. He may be reached at [fuf@umsl.edu](mailto:fuf@umsl.edu)

---

**Judith Hale, PhD., CPT, AIM, CDT, ibstpi Fellow**

**Title: The Teachings of Machiavelli and the Dismantling of the Free Press**



**Judy** is one of the more prolific writers and well-known consultants in the field of credentialing and performance improvement. She has authored nine books about performance improvement, credentialing, evaluation, and management including her award-winning *Performance-Based Certification, 2<sup>nd</sup> ED* and her popular *Performance Consultant's Fieldbook 2<sup>nd</sup> ED*. She is an expert in developing performance-based certifications some of which are used in over 90 countries. She is known for creating innovative measurement protocols based on universal standards that transcend borders and comply with Plain Language and Global English Standards. Judy has worked in the public and private sectors across all industries for more than 35 years specializing in certification, micro-credentials, and evaluation. She can be reached at [Judy@HaleCenter.org](mailto:Judy@HaleCenter.org).

---

**Even Jahr**

**Topic: Cost of Ignorance**



**Even** is the president of the Odessa Chapter of Rotary International. Rotary is a global network of leaders, innovative thinkers, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in communities, and in themselves. The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty. Rotary provides service to others, promotes integrity, and advances world understanding, goodwill, and peace through fellowship of business,

professional, and community leaders. Even can be reached at [Even.Jahr@hotmail.com](mailto:Even.Jahr@hotmail.com).

---

---

**Steven Kelly, MA., CPT****Topic: Doing the Right Things, Not Just Doing Things Right**

**Steven**, raised in Nevada, has over 4 decades' experience in business and government performance improvement. Kelly founded his consulting firm KNO in 1979 after completing service in the US Army as an Intelligence Officer. In the 1980's, with degrees in Political Science and Management, he focused on training and organization development efforts with electric utilities and city/state government. Kelly and his partner relocated to Prague in 1991 to support free market transition and reforms. For the next 15 years, Kelly built a local team supporting market entry into Central Europe of clients such as Kimberly-Clark, General Motors, Shell, KFC, Hewett Packard, and numerous other Fortune 500 firms. He served two terms on the Board of the newly created Czech American Chamber of Commerce. Starting in mid-2000s, Kelly shifted focus toward performance assessments and operational improvement assignments funded by agencies such as World Bank, the EU and USAID. He took on assignments in more than 30 developing countries to include Rwanda, Vietnam, Palestine, Nicaragua, Kyrgyzstan, Albania, Georgia, and Jordan. His efforts typically focused on reforms within government ministries and nonprofits to improve services for citizens. Well-travelled, he has visited over 100 countries. Kelly co-authored a book on Performance Assessments in 2018, has published many professional articles, and is a lifetime fellow of Phi Kappa Phi. He was elected for two terms to the ISPI Board during the period 2008 - 2012. He moved to the southern coast of Ireland in 2012 where he is a Trustee of hOur Timebank, a nonprofit based in West Cork focused on expanding community resilience through shared citizen contributions. To learn more Steven can be reached at [steven.kelly.kno@gmail.com](mailto:steven.kelly.kno@gmail.com). To learn more:

Partner: <https://knowworldwide.com/>; Trustee: <https://www.hour-timebank.ie/>; Profile: [www.linkedin.com/in/KNO-steven-j-kelly](http://www.linkedin.com/in/KNO-steven-j-kelly); Performance Assessment Book: [https://www.amazon.com/Performance-Assessment-Analysis-Development-Solutions/dp/0955698553/ref=sr\\_1\\_1?ie=UTF8&qid=1506356673&sr=8-1&keywords=kelly+novak+performance](https://www.amazon.com/Performance-Assessment-Analysis-Development-Solutions/dp/0955698553/ref=sr_1_1?ie=UTF8&qid=1506356673&sr=8-1&keywords=kelly+novak+performance)

---

**Dorothy Leab****Topic: Ignorance in Healthcare**

Dorothy Leab is the Founder and Managing Director of GaneshAID, a think tank to improve the health status and well-being of people in developing countries. She is a public health professional with a strong focus on health system strengthening. She has provided various types of service including technical assistance, research for innovations, capacity building and learning, design and facilitation of international workshops and trainings. With more than 20 years of experience working in Africa and Asia, Dorothy has designed and implemented complex multi-countries projects supported by UNICEF, WHO, Gavi, IntraHealth, Save the

Children, the BMGF, the World Bank, Biocodex, GSK, and Sanofi. Dorothy received the 2014 Gates Vaccine Innovation Award in recognition of her engagement in EPIVAC, an on-the-job blended training program for district medical officers to improve immunization program performance in 11 Francophone African countries.

---



---

**Lucy Newman, PhD, CPT**

**Topic: Africa's current state – the required alignment**



**Lucy** is a Policy Advisor and Independent Consultant in Corporate Governance, Performance Improvement, and Development with well over three decades of cross sectoral experience. She is affiliated with some entities in Nigeria, the United States, Europe, and broader Africa, in roles which include Lead Consultant, Board Member, Advisory Board Member, Think Tank Member, and Juror. Lucy has a Doctoral Degree in Business Administration from the University of Phoenix Arizona, USA, an MBA, and a B.Sc in Business Administration, both from the Ahmadu Bello University, in Nigeria. She is also an INSEAD IDP-C alumni. With a high reputation for intelligently aligning structure, strategy, people, platforms, policy, and culture to attain institutional and systemic performance, she is well traveled globally

and across Africa. She loves meaningful work/nature. She is widely published in her field and a recipient of several awards including the 2019 Thomas F. Gilbert Distinguished Professional Achievement Award, from ISPI. One of her articles is retrievable at <https://cpb-eu-c1.wpmucdn.com/blogs.insead.edu/dist/f/76/files/2020/07/Dr-Lucy-Surhyel-Newman-The-Director-Article-for-IoD-Nigeria.pdf>. Lucy whose web deployed profiles are accessible at [www.drlnsnewman.com](http://www.drlnsnewman.com) and <https://www.linkedin.com/in/lnewman/> can be reached at [Lucy@drlnsnewman.com](mailto:Lucy@drlnsnewman.com)..

---

**Mari Novak, PhD., CPT**

**Topic: Are You Sure About Your Definition of *Strategic*?**



Mari has over 35 years of international experience designing, implementing, and evaluating performance improvement initiatives. With her observation and experience of unintended consequences -- and the surprise that it generated within the management team, Mari has redoubled her efforts to work with and explain the dynamics and processes of strategy and evaluation, assessment and design, project management, and monitoring. She joined KNO in 1984. With the implosion of Communism, KNO relocated its HQ to Prague. Supporting private and public sector 'transformation,' her projects allowed her to work across sectors advising clients in such diverse environments as the National

Bank of Azerbaijan, the Tbilisi State University in Georgia, the Supreme Court of Slovakia, the Palestinian Authority, and GSE, the electrical generation and distribution company for the Republic of Georgia. Few executives or managers, especially consultants, claimed a real grasp of the process and dynamics of strategic planning and this is where Mari's research and practice have focused. Working with executives, managers, and consultants in Central and Eastern Europe, Central Asia, and SE Asia, has provided a wide and deep perspective. Her first book in the series is Performance Assessment and Analysis, written with Steven Kelly and Ingrid Guerra-Lopez. She can be contacted at [mari.novak.kno@gmail.com](mailto:mari.novak.kno@gmail.com).

---

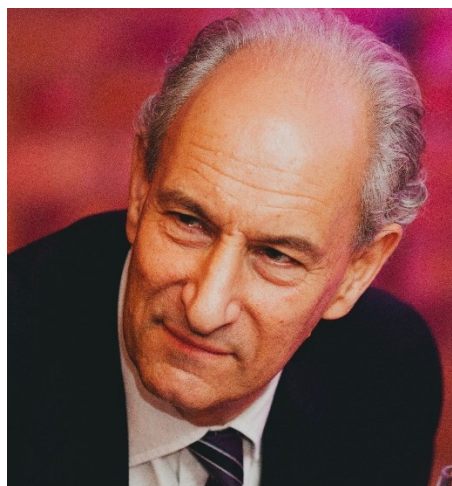
---

**Titi Elat-Ojo, PMP****Topic: Optimizing the burgeoning youth population to grow entrepreneurs**

**Titi** is the founder/CEO Agrochains Consult Services Ltd, a company that provides value added services in the agriculture value chain and Non-oil Export sector. She is also the founder/CEO APLUS Trainers Ltd, a foremost service provider in Enterprise Development and Business consulting. She founded 'The Idea Factory' a monthly mentoring coaching programme for business start-ups and young people where ideas become reality through co-creation and mentoring. She is an alumnus of the Hubert Humphrey Fellowship, an award she received from the United States Government in 2014 in recognition of her contributions to leadership and public service. She was a Fulbright scholar at Cornell University, Ithaca NY in International Agriculture & Rural Development. Titi is a trained Lead Auditor for ISO 9001:2015

Quality Management Systems (QMS), ISO 14001:2015 Environmental Management Systems (EMS), and ISO 22000 Food Safety Management Systems (FSM), a set of worldwide proprietary, industrial, and commercial standards. She consults in the International Development Space with focus on building a thriving Non-Oil Exports sector through enabling Trade policies, capacity building for exporters and market access development. She currently serves as the acting Executive Secretary of the Network of Practicing Non-oil Exporters of Nigeria (NPEN). She can be reached at [titi\\_ojo@outlook.com](mailto:titi_ojo@outlook.com). Her website is [www.titiojo.com](http://www.titiojo.com). Twitter: @titiojo\_; Instagram: @titiojo\_ Facebook: @Titi Elat-Ojo

---

**Nigel Paine****Topic: Fieldwork and Evidence- Why Would you Do It Any Other Way?**

Nigel Paine is a change-focused leader with a worldwide reputation and a unique grasp of media, learning and development in the public, private and academic sectors. He has extensive experience in leadership and consultancy with public service broadcasters, SMEs, global industry players, government and education institutions. Nigel focuses on the use of learning technologies, organisational development, leadership and creativity with a spotlight on maximising human potential, innovation and performance in the workplace. Nigel is a strategic thinker, able to motivate, lead and drive organisations forward to deliver business and training objectives. He speaks regularly at conferences around the world and teaches on a doctoral programme at the University of Pennsylvania and for Chicago Booth Business School. His first book for Kogan Page is called, The Learning Challenge: Dealing with Technology, Innovation and Change

in Learning and Development. It was published in September 2014. His second book, for the same publisher, on Building Leadership Development Programmes That Work was published in November 2016. His latest book re-examines learning organisations and learning culture. He recently co-authored an eBook introduction to Neuroscience for Learning. He has a Professorship from Napier University in Edinburgh, and is a Fellow of the CIPD, LPI, the RSA and a Masie Learning Fellow in the USA. He presents a monthly TV programme (Learning Now TV), shares a weekly podcast (with Martin Couzins) called From Scratch, and regularly writes articles for magazines and journals about development, technology, and leadership.

---

---

**Clark Quinn****Topic: MYTHS, MISCONCEPTIONS, AND SUPERSTITIONS IN LEARNING**

Clark Quinn, Ph.D. provides strategic learning technology solutions to corporations, government, not-for-profits, and education organizations. An internationally known consultant, speaker, and author of five books as well as numerous articles and chapters, he integrates a deep understanding of thinking & learning with broad experience in technology to improve organizational execution, innovation, and ultimately performance. In 2012, Clark was recognized as the eLearning Guild's first Guild Master. He thinks 'out loud' at [learnlets.com](http://learnlets.com), tweets as @quinnovator, and works on behalf of clients through Quinnovation.

---

**Matthew Richter****Topic: MYTHS, MISCONCEPTIONS, AND SUPERSTITIONS IN LEARNING**

Matthew is the President of The Thiagi Group. He is a facilitator, game designer, instructional designer, and management consultant. Matthew has consulted and delivered training with many organizations including Grant Thornton, Twilio, VMWare, SanDisk, Redwood Trust, CenturyLink, Imerys, EA, Microsoft, Carolina Power and Light, IGT, Cadence Design Systems, and Sony. He is an expert in the areas of management, leadership, and performance technology. He specializes in employee motivation. Matthew mixes corporate, not-for-profit, academic, and independent experience, enabling him to adapt and best serve his clients. His book, *The Leadership Story: A New Model for Leadership* was published in 2016. In 2020, he co-authored, *LOLA: Live Online Learning Activities* with his partner, Sivasailam Thiagarajan (Thiagi). Matthew is co-organizer and co-founder of LDA (the Learning Development Accelerator), a professional membership group for people in the learning and development field, where we encourage the use of research-inspired and evidence-informed practices. To learn more about his work visit <https://ldaccelerator.com/>. He can be reached at [matthew@thiagi.com](mailto:matthew@thiagi.com)

---



---

**Veronika Shestakova,  
MS., CPT**



**Topic: Economic Benefits of Innovation**

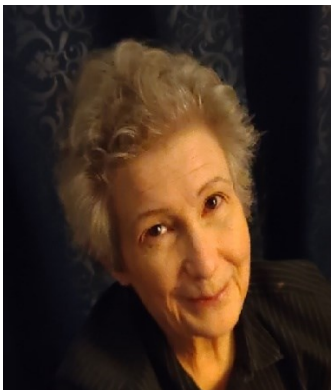
Veronika is a Practice Leader at the Hale Center. She is an expert in data analytics, risk management, and investment management. Veronika worked for an international investment bank and validated risk models that were implemented on a global scale. She researches bias and discrimination in Artificial Intelligence. Veronika is passionate about studying AI and macroeconomics and explaining these concepts in easy-to-understand terms. She is an Associate Editor for the Performance Improvement Journal (PIJ). She is a member of the Certification Committee and Philanthropic Initiative for International Society for Performance Improvement (ISPI). Veronika led the ISPI Job Study that collected information from 27 countries and was conducted in English and Chinese. Veronika has been a speaker at multiple international conferences, where she presented on the topics of Innovation and Artificial

Intelligence. Veronika was awarded an Honorary Mention for her innovative risk management system in a Global Risk Management Competition. Veronika has published articles in peer reviewed journals on the gig economy, financial systems, and bias in artificial intelligence. Veronika is a CPT, and her work described in her CPT application will be featured in the series of articles in the Performance Improvement Quarterly (PIQ). Veronika can be reached at [Veronika@HaleCenter.org](mailto:Veronika@HaleCenter.org).

---

---

**Mary Kay Wagner, M.Ed.,  
CPS**



**Topic: The Historical Roots of 21<sup>st</sup> Century Ignorance**

Mary Kay is a passionate and creative, educator. She began her career as a junior high teacher. From there she moved into adult education. Eager to learn more, Ms. Wagner earned a master's degree in curricular and instructional systems from the University of Minnesota. Since then, has plied her skills as a consultant in a variety of industries—health care, nuclear engineering, air travel, banking, manufacturing, as well as K-12 and higher education. While life events thwarted more formal educational endeavors, she continued her education informally, focusing on the psychology and physiology of learning and how to align individuals' learning to corporate strategic goals. She has developed expertise in working with learners struggling with challenges that impede learning. In this work she discovered the significant impact of unhealed trauma. Cognitive psychology

demonstrates trauma impacts the ability to think rationally, see possibilities, and feel empathy. Through epigenetics, we are coming to understand how these impacts are passed from one generation to the next. This has led Mary Kay to focus on how the power of learning can help heal generational trauma and provide avenues for addressing today's social, political, environmental, and economic challenges.

As an historian, she was fascinated by the extent to which humans have gone to maintain *plausible deniability*, ignorance of the harm we do and its inevitable consequences. In her presentation, she examines the ignorance of one generation—Antebellum South—and its profound impact on the economic, political, social, and global realities of today. She explains, "This is part of US history left out of public discourse. It is our historical dirty laundry that *American Exceptionalism* tries to erase from our collective consciousness." Mary Kay can be reached at [mkwagner525@outlook.com](mailto:mkwagner525@outlook.com).

---

## Behind the Scenes

---

### Mike Christian

### Feedback Giver and Title Generator



**Mike Christian** is a founder and CEO of From the Future, a leader in immersive technologies focused on improving the human condition through enhanced learning, therapy, and rehabilitation. Utilizing degrees in Economics and Computer Science, he spent the last twenty plus years creating virtual worlds and artificial intelligence for Atari, THQ, and From the Future and is available at <https://www.ftfvr.com/ebook/>. He can be reached at **mchristian@ftfvr.com**

---

### Millar Farewell

### Reflector and Make Senses



Millar has a MSc in Instructional Technology from the Rochester Institute of Technology (RIT). He has worked in Instructional Design for over three decades. Millar currently supports the Southern California chapter of ISPI as Treasurer and Technology staff. He can be reached at [mpfarewell@gmail.com](mailto:mpfarewell@gmail.com).

---