



ISA NewsFlash - April 27, 2020

"If you get tired, learn to rest, do not quit!"
Banksy

Ready, Set, Go! ISA's 2020 Annual Business Retreat Goes Virtual!

While we were all disappointed by the necessary cancellation of the retreat at Camelback, we also know ISA is stronger together and together we will keep moving forward!

On June 8-12, 2020 we will deliver ISA's **First-Ever Virtual Annual Business Retreat** filled with content, inspiration, and people you need right now. The 2020 ABR Planning team knows that the business challenges keep coming. Their suggestion – do not miss the chance to hear from your trusted and valued ISA colleagues and peers. Every speaker will be focused on helping you navigate through the COVID-19 tunnel to whatever the new normal brings.

Thank you for your trust and patience!

Double Up for Team Value - As a token of ISA's appreciation for your trust and patience we want you to double your company's "depth of participation". We know **ISA is STRONGER TOGETHER!** Expand your team's participation at **NO ADDITIONAL CHARGE.** If you had two people registered including yourself, bring four; as a solo registrant – add one more; if you had five team members registered – invite 5 more. Everyone who shows up will leave better informed, inspired, and hope filled! And every ISA member can use relevant info and certainly a pocket full of hope! **Keep your eyes on your inbox this week.** Watch for an ISA email all about how to save your virtual seat(s).

ISA's Like Size Company Meetings

Over the past two weeks, five Like Size Company meetings took place. Discussions were authentic, insightful, and challenging. Across all five sessions we heard from 50 firms, 63% of all member firms. The consistent theme throughout the discussions “don’t go it alone” and “continue the ISA Like Size” discussions going forward. We are preparing to host these sessions every other month beginning in May. For now, the summary of discussion across all company size sessions is available to you. Take a minute to [review what your colleagues](#) of all revenue sizes shared.

Helpful References and Resources in a time of Crisis

ISA members have forwarded a variety of resources they have found useful. We are sharing a few of them here. If you have helpful references or suggestions be sure to send them to ISA and we will share the wealth.

1. [The Difference Between Emergency Remote Teaching and Online Learning](#)- Educause Review
2. [Leadership through Uncertainty – 10 Enduring Lessons for Turbulent Times](#) – Russell Reynolds Associates
3. Digital strategy in a time of crisis – Now is the time for bold learning at scale. <https://www.mckinsey.com/>
4. *Inc.* and the U.S. Chamber of Commerce: [Stimulus Q&A Resource Center](#)

ISA-Duarte – A Very Timely Webinar Recorded for You!

How many webinars and Zoom discussions have you participated in over the past 3 weeks? How many held your interest, do you remember the core messages?

On April 23rd, seventy ISAers out of ninety-three registrants showed up to enjoy one of the best “webinars” I have had the chance to be part of in recent weeks. The Duarte Team presented an excellent session about distance learning innovation. It focused on helping learners learn! Patti Sanchez, Nancy Duarte and at least 3 other Duarte team members shared lessons learned in launching five virtual workshops in about four weeks.

All of us know skill-building must continue so we are prepared when we come out of the COVID tunnel. If you are like me, many assume instructor-led training is the most effective way for immersive, hands-on transformative learning; that “technology challenges” always get in the way. Duarte’s engaging and inspiring session shared a bucket full of hope about a practical and possible

digital path worth embracing. The session recording is available on ISA's website. We encourage you to watch the session, it will be worth your time. [Access the recording here](#), then log in using your email and password. If you don't know your password, just click on "*Forgot Password*" which will allow you to request a password reset. Just be sure to check your spam/junk folder if it doesn't appear in your in-box.

Learning to Rest

I have never run a marathon, at least not as a runner, but I know I am on the track now. I am trying to pace myself running each day on the "Covid19 track". These days I am either in a tunnel focused on what needs to get done NOW faster than ever, or I am wandering around in distraction. Balancing work commitments from home, even though I have had a home office for 20+ years, has been a challenge. That said, I have concluded, all who wander are not lost. Some of the simplest moments are now delights--like coffee in the morning, watching the birds. I get tired of figuring things out, every day something is different. Of course, I know this is to be expected these days. So, I leave you with this – when tired, I am trying to rest, not quit!



What is your new awareness? Please share it. I will include it in the next NewsFlash!

Stay safe and hope filled!

Pam

Pamela J. Schmidt
ISA Executive Director