



RUSTICA LAMB

Learning Designer | Facilitator | Edupreneur

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Rustica Lamb

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bloomtr.co.nz

Overview of Employment History:


I am looking for short term (6-8 weeks) contract/freelance work in either New Zealand or Australia. I currently reside in Indonesia and happy to commute at my own cost.


I have worked at the consultative, assessment-evaluation, design, development and facilitation level. I have very good stakeholder management skills. I have worked in many large organisations, on many large scale and complex change projects. Listening to and synthesising large amounts of information, learning new systems quickly and relationship building is my strength.


I am specifically skilled in instructional design using technology, sales, and IT system/process projects. I also have skills in the elearning space of design and technology.

My experience includes:


Education:

1980-1986 St Margarets College (Christchurch) Higher School Certificate 

1987-1989 Otago University (Dunedin) BA (Psychology and Education) 

2001-2003 Massey University (Auckland) PGDip - Industrial and Organisational Psych 

Papers Completed
Industrial and Organisational Psychology (B+)
Psychometric Assessment in Organisations (A+)
Tertiary Theory, Design and Delivery (B+)

2014 Pennsylvania University - USA 12 week Gamification MOOC Grade - 89% 

Professional Memberships:

New Zealand Institute of Instructional Designers www.nzi-ied.org

In August 2011 set this group up to upskill and promote great learning design in New Zealand organisations. It is a LinkedIn group.

New Zealand Association of Training & Development (NZATD)

Member, since 2012, Vice President 2013-2015, and 2012 Practitioner of the Year

NZCER

NZ Registered Psychometric test user

Entrepreneurs Institute Crystal Circle

Member since 2012

Start Date:	End Date:	Organisation	Position
Jul-2012	Present	 Bloom Learning Technology	Self employed Director – Learning and Development consultancy.
Dec-2012	Jan-2013	 Westpac Bank*	e-learning designer + developer and computer lab Facilitator- Contract
Dec-2011	Mar-2012	 ANZ National Bank*	Senior Instructional Designer on the IT Simplification Project- Contract
Oct-2011	Dec-2011	 Ministry of Health*	Capability Advisor - Back fill role-Contract
Mar-2011	Sept-2011	 Contact Energy*	SAP – Trainer - Contract
Dec-2010	Feb-2011	 Westpac*	Instructional Designer – Risk Insurance Accreditation, 200 Bank Managers and 750 Consultants - Contract
Aug-2010	Dec-2010	 Vodafone*	Lead Instructional Designer – Induction -Contract
Jun-2010	Aug-2010	 Westpac*	Instructional Designer Empathy Project for Call Centre -Contract
May-2010	Jun-2010	 Ministry of Justice*	Instructional Designer/Training Advisor – 2 x Induction Project (Call Centre + Courts) - Contract
Jan-2010	Jan-2010	 Mighty River Power*	Instructional designer/facilitator – CRM systems - Contract
Dec-2009	Dec-2009	 Telecom*	Instructional designer/facilitator Influencing Skills - Contract
May-2010	Sept-2010	 Vodafone*	Instructional Designer – Sales/Technology- Contract

*Self employed contractor.



Vice President
NZATD 2013-14-15

New Zealand Association of Training and Development (NZATD) 2012 Practitioner of the year

Previous Licensed Distributor

Sales Preference Questionnaire	Behavioural Sciences Research Press USA Competency
Panoramic Feedback (2002-2005)	Development & 360 degree feedback
XI Foundation (2008)	Wealth Dynamics Master Practitioner

Information Technology

I am very interested in and enjoy learning new technologies



Top global partner 2017
(online Learning Management System)



Camtasia



Articulate, Presenter and Quizmaker



Word (Advanced)



PowerPoint (Advanced)



Excel (Intermediate)



Publisher (Intermediate)



Outlook



Snagit



Skype



Mac

Employment History



Bloom Learning Technologies

Bloom Learning technology connects visionary organisations to world class technology. We also provide leading edge, high quality, excellent value elearning content creation. Every year I work on a project to ensure I stay in touch with grass roots L&D in New Zealand. I have a high profile and good reputation in the industry and am known for being highly professional but warm and approachable.



Dates: 2012-present



Position: Founder and Director



Responsibilities:

- Set up a recruitment business in 2012 as a niche recruiter of L&D professionals
- Account management of all key clients
- Create solutions for large and complex projects
- Leads all learning design for clients
- Mentors and upskill the Industry
- Source learning technology, people and tools from around the world that help practitioners be more productive and choose tools that helps their productivity
- Leads the strategic direction of the company



Achievements:

- Built it to a seven digit company in 4 years
- Won Silver in the global (London based) Learning and Performance INstitute awards for fastest growing startup
- Won New Zealand Association of Training and Development's (NZATD) Practitioner of the year award in 2012
- Was NZATD vice president from 2012-2014
- Created and convenes New Zealand's only elearning company in 2013
- Was Docebo's top partner globally in 2017, over 30+ partners around the world



“When we commenced our work with Rustica and her team we set out to achieve some ambitious goals in a very short period of time. Thanks to Rustica's creativity, innovation and expertise our project team were proud and delighted to launch a global offering using the latest eLearning that resulted in a 58% reduction in delivery time and a 47% cost saving per learner. That was beyond our expectations in terms of the savings and the speed with which we achieved our project goals.”



Emma Kirkman - Global Organisational Development Manager,
Orion Health

Employment History



Responsibilities and Achievements

WESTPAC BANK

This was a 3 month contract for a new ITL software system for IT Change management, using BMC Remedy.



Dates: November 2012 – January 2013
June – December 2013



Position: E-learning designer and developer/Facilitator



Responsibilities:

- Design 5 elearning modules
- Develop 5 elearning modules (using Articulate Presenter and Camtasia, including audio)
- Develop 4 associated quizzes (using Quizmaker) Facilitate 1 hour preview sessions
- Conduct computer labs
- Creating Work Instructions and Quick Reference guides
- Creating videos



Achievements:

Design and developed:

- Designed a 30 minute interactive 'walkthrough' in Articulate
- Presented 24 x 1 hour preview sessions of the new tool (to over 350 people in weeks 4-6)
- Facilitated 19 x 1 hour computer labs in Auckland (over 100 people - week 6)
- Facilitated 44 x 1 hour Wellington labs in Wellington (over 250 people)
- Designed, developed, recorded and edited a 22 minute introduction video
- Designed and developed 5 x elearning pieces (between 67 and 24 slides each, 5 minutes to 17 minutes in duration)
- Designed and developed 5 x quizzes (all the quizzes and the elearning first drafts were created in 9 days)
- Documentation for over 10 processes/procedures



“I liked the way you 'got under the hood' understood and learnt the details of the system, but also had the ability to be strategic”

Andrew Blewden, Phoenix Programme, Project Manager

Employment History



Responsibilities and Achievements

ANZ NATIONAL BANK

This was a 4 month contract within the NZ Simplification project, which was teaching ANZ staff the NBNZ computer systems.



Dates: December 2011 – March 2012



Position: Instructional Designer (Senior)



Responsibilities:

Design and develop:

- High level designs
- Lesson planners
- Participant guides
- Facilitator guides
- Resources
- Briefing documents



Achievements:

Design and developed:

- A five day Credit Card programme using Vision Plus and Systematics (SDA) for the Contact Centre
- Two Phone banking sessions for the Direct Channels team for Retail and Business Banking
- Two Internet banking sessions for the Direct Channels team for Retail and Business Banking
- Two online pre assessments using Articulate for Direct Channels
- Developed a new template for ANZ incorporating sound instructional design, to be used by all instructional designers in the team.



“The facilitators have said the guides you developed are the best they have ever used. ANZ is now using your templates as a new standard”

Stephen Billing, Learning stream lead

Employment History



Responsibilities and Achievements MINISTRY OF HEALTH – WELLINGTON BASED

This was a 3 month contract focusing on developing and facilitating the Orientation and being a Gallup Engagement Coach to 11 senior managers . The role was as 'Capability Advisor'



Dates: October 2011 – December 2011



Position: Capability Advisor



Responsibilities:

Responsible for Rewriting the Orientation day programme for new staff. This required:

- Stakeholder management of the guests speakers (Director General, and his seven Deputy Director Generals)
- Hosting and facilitating the day
- Developing the material

Responsible for supporting and coaching 11 senior managers. This included:

- Debriefing managers scorecards
- Supporting the presentation of team results to their staff

Reviewed and made recommendations to the Growing Leaders programme



Achievements:

Developed:

- All collateral for the Orientation day to the point where any person could pick up and run the programme
- Two success Orientation days

Facilitated:

- All collateral for the Orientation day to the point where any person could pick up and run the programme



“Thank you for all you have bought to the team, far more than work alone, in fact you are a joy”

Claire Lawson, Team Leader

Employment History



Responsibilities and Achievements CONTACT ENERGY

This was a 6 month contract focusing on developing and training power generation staff SAP



Dates: March 2011 – September 2011



Position: SAP Trainer



Responsibilities:

Developed:

- Redeveloped the DMS facilitator and Participant Guide
- DMS Quick reference guides
- Developed Plant Maintenance Master Data facilitator and Participant Guide
- Redeveloped foundation facilitator and Participant Guide, and powerpoint



Achievements:

Delivered:

- 2 Foundation courses (24 people)
- 24 DMS courses (290 people)
- 4 Plant Maintenance Master Data courses (16 people)

Employment History



Responsibilities and Achievements

WESTPAC

This was a 6 week contract focusing on the blended Learning stream for Westpac's Risk Accreditation framework



Dates:

December 2010 –February 2011



Position:

Instructional Designer



Responsibilities:

- In conjunction with second Instructional Designer, design:
- A learning stream for 200 Bank managers
 - A learning stream for 700+ Customer Banking Consultants and Personal Managers



Achievements:

- Delivered:
- Assisted with Architecture for how material was structured on the LMS and subsequent communicators
 - An Articulate tutorial showing how to use the online Insurance Cover guide
 - Prework workbook (Bank Managers and Consultants)
 - Post work workbook (Bank Managers and Consultants)
 - Product knowledge quiz
 - Pre and post behaviour survey

28 August 2008
RE: Rustica Lamb

I have had the pleasure of working closely with Rustica during her time at Sugar International Ltd.

Sugar is an organisation that creates High Performance Ideas for Business. Those ideas are implemented through a number of Performance Interventions we can roll out to positively change a predetermined number in that entity, which is defined through robust and comprehensive consultation.

Rustica is a rare find. She combines integrity focussed sales ability with depth of knowledge, professionalism, intelligence and genuine advocacy for her customers.

She is never afraid to front up with information or advice, with the best possible outcome in mind for her customers. Rustica does this with intensive application. She is thorough, results focussed and always holds success as the foundation benchmark for her consultation work.

She is a voracious networker, innovative, activity driven and holds herself accountable to meet challenging, self-imposed goals.

Rustica is determined, works strategically and is more than happy to help colleagues reach their potential by coaching them to success based outcomes.

She has great depth of knowledge around Learning and Development practices and uses those skills to great effect when determining the needs of her customers.

Rustica will tell you she is not a detail person. In my experience, she is. Her research skills are strong and she is able to offer a comprehensive synopsis of a situation with appropriate detail and thoughts around what factors will influence the topic of her discourse.

Personally, she is engaging, has a good sense of humour and is a pleasure to have in any office. Clarity is important to her and she is not troubled by asking a number of questions to get the information she needs to make a decision or offer a solution.

Rustica will be a valuable asset to any organisation lucky enough to secure her. If you have this opportunity, don't hesitate to take it. She will meet and far exceed your expectations.

I am happy to talk further about this outstanding individual. I rate her personally and professionally.

Sincerely,



Jason Payn
Team Leader NZ
Sugar International Ltd.
MOB: 027 23 222 37



NZATD Education Trust
Citation for Practitioner of the Year Award 2012
Sponsor TUF: Thriving Under Fire

Rustica Lamb

You demonstrated to the judging panel that you have a passion for learning and development. You provided us with a number of examples of your work showing a range of skills. You gave us a workbook template, a high level training design plan, an induction programme, a lesson planner, a presentation to new trainers, and the outline of a two-day workshop in evaluation.

We are aware that, like most training programmes, much of your work is built on what others have done before you. We are also conscious that you manage to bring new and innovative elements to these packages that keep them interesting, relevant and effective learning tools. This makes you particularly valuable to the organisations who engage you in projects. The on-line quiz particularly captured our imagination.

The work you provided was built on solid best practice, the way you displayed it showed initiative and creativity, you used the internet to present what would otherwise be bulky and cumbersome material.

The common words from your referees was that you are creative in the ways you present ideas and that you are continually looking for new and innovative practices in the Learning and Development world. They all recognised that you added value above and beyond what you were contracted to do and that a number of pieces of work you produced have become the standards for those organisations.

It is obvious from your presentation and from the supporting links you provided that you are committed to promoting best practice in Learning and Development for your clients and for your colleagues in the industry.

It is with great pleasure and pride that we present you with this award The NZATD Education Trust Learning and Development Practitioner of the Year.

October 2012