
Message from the President

Take it to the Next Level!

Greetings,

It seems like Spring is in the air already. What have you done so far to Take It to the Next Level? If you attended last month's event with Bill Burtch, you were provided some personal branding tips and tricks to get you on the right track. Also, if you attended the Memphis Tigers game you were able to network with some of your fellow chapter members and new prospects. This month Richard Sites will engage us with interactive learning. You don't want to miss this!



ASTD will hold its annual International Conference & Exposition (ICE) in Denver, Colorado from May 6 - 9. This premier event for workplace learning and development professionals welcomes 8,000 attendees from more than 70 countries. ASTD ICE features more than 250 educational sessions from industry-leading experts and a world-class EXPO filled with the latest products and services from top suppliers. To register go to www.astdconference.org make sure you use ASTD Memphis Chapter Code: 4110. Remember, anytime you do business with ASTD, please use the ASTD Memphis Chapter Code. Every purchase you make is cash back to our chapter. Supporting our chapter allows us to do more for you on the local level.

Don't forget to check our website www.astdmemphis.org to make sure your profile and contact information are up to date. If it has been a long time since you have logged in and you don't remember your password, click the Forgot Password link on the home page and we will send it to you.

Check our website www.astdmemphis.org for upcoming events and professional development opportunities. Remember, we exist as a professional association to serve our members, our communities, and our profession in workplace learning and performance. Regardless of your role in this profession, this chapter seeks to provide you with the skills, knowledge and resources you need to deliver value in your organization.

I look forward to seeing you at one of the many upcoming events. As always, please feel free to contact me if I can be of any service to you.

Take It to the Next Level!

Debra M Bennett
ASTD Memphis
Chapter President

Upcoming Events

March 13th – Richard Sites from Allen Interactions

Date: Tuesday, March 13, 2012

Presenter: Richard Sites, Allen Interactions Studio

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. - 1:30 p.m.



Richard Sites joins us from Allen Interactions studio in Tampa, FL where he serves as studio executive.

Dr. Sites' primary work focuses on the development of highly engaging learning experiences for his client by overseeing every phase of a project: content and business needs analysis, project management, instructional and visual design, technical development and quality assurance. Since joining Allen Interactions seven years ago, Richard has been actively engaged in the design, development and implementation of e-Learning projects for a range of clients from large corporations to small companies. He has worked with national and regional companies, such as Hilton Worldwide, Bloomberg, Nikon, Charles Schwab, Apple, and GE to support their learning and instructional development projects. Under his leadership, the work of the Tampa studio has earned a silver Brandon Hall Award, five silver International Davey Awards, a bronze Summit Creative award and was an American Business Award finalist.

April 10th –How to Teach Innovative Thinking and Creative Problem Solving

Date: Tuesday, April 10, 2012

Presenter: John Bachmann, Senior Lecturer and Team Leader Peabody College at Vanderbilt.

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. - 1:30 p.m.

John Bachmann is Senior Lecturer and Team Leader for Leadership Theory and Practice in the Leadership, Policy, and Organizations Department of the Peabody College at Vanderbilt. He is an internationally recognized management consultant and educator who has worked with more than 90 organizations in over 35 countries. In addition, John has over 10 years of practical corporate experience with roles in two global companies as Director of OD, VP of Human Resources, CFO and COO.

In a world of rapid and constant change, it's imperative that we learn to "think" creatively to solve problems, create vision and develop leadership skills.



Welcome New and Renewal Members

On behalf of the Chapter, we want to express our thanks to the people who either joined or renewed their membership during February 2012.

RENEWAL

Laura White
Stability Growth Solutions, LLC

Nedra Bailey
Memphis Light, Gas and Water

Tim Flesner
Training & Development Manager
Versant Supply Chain

Sheila Bentley
President
Bentley Consulting

Steven Johnson
Recruiter/Outplacement Consultant
Outplacement and Recruiting Services

Valerie Lipe
Instructional Designer
Smith & Nephew

NEW

Cory Christmas
Training Project Manager
AutoZone

Darius Anthony

Ella Craig
Campus Technical Advisor
IRS

Joey Weaver
eLearning Developer
Crew Training International (CTI)

Kashon Rice

Lindsey Shepard
eLearning Developer
Crew Training International (CTI)

Sheila Terrell

Thank you
for being an
ASTD member!

Meet one of our Active Members

Randy Ables

Randy Ables, Cargill Corn Milling Memphis, Health & Safety Team Leader (avid fisherman)

Eliminating fatalities is not a problem to be solved through continuous cycles of improvement, but a crisis that requires urgent responses.



As a Safety Team Leader, my best day at work would be where someone clearly demonstrates workplace safety by proving “they get it.” And I’ll be the first person to say that my professional goal is to work myself out of a job. I provide safety leadership and training for over 300 employees and 150 contractors who work at Cargill Corn Milling in Memphis. We provide corn sugar products, corn oil, animal feed, and industrial starch to companies around the corner and around the world. I love my job...

I have worked as a safety professional since 2001 when a senior corporate leader approached me and said my passion for safety should be utilized and nurtured. And I have been working toward creating a zero injury workplace ever since. My life has been filled with great leaders and mentors who shared their vision and experiences. I have lived and worked in Pacific Rim countries and have learned how culture plays a crucial part in our growing and knowing.

My pursuit to understand people led me away from my home at the age of 17 when I joined the U.S. Navy. I spent the next 8 years traveling and experiencing different cultures. I became aware that everything I learned growing up in Ohio was wonderful and amazingly different than life experienced by others. I felt blessed in many instances and humbled by others.

I’ve spent a good part of my adult life pursuing knowledge. I’ve attended universities from Guam to Kentucky studying electronics, mechanical principles, electrical theory, and Health & Safety. I am a qualified OSHA Outreach Trainer for General Industries and Construction Industries. And I have positively impacted employees and their families’ safety. I work diligently every day to promote and teach “what safe looks like.”

Good Readings for Learning Professionals!

Nonverbal Communication - Myth Debunked

Author: Bridget DiCello

There are a lot of messages that a person communicates besides with the words that they say. If you pay attention, their body language can be a significant source of information.

However, if you'd really like to have the master list of what all the possible nonverbal body languages signs (eye contact, crossed arms, slouching, etc.) may mean, I'm afraid you're out of luck. Most "answers" and generalizations are just not true.

People act differently and communicate differently based on a lot of things, not only what they are feeling at the moment. Not that there is not good information in those nonverbal signals, there is just *not one list* of the "right" answers that apply to every person in every situation.

Here's a few examples:

- Lack of eye contact means they are lying. Well, the amount and nature of eye contact can be telling, but the exact moment it breaks may not be significant.
- Folding arms means defensiveness. Maybe. Or maybe they are getting comfortable, or thinking, or relaxed. I've personally seen them all, and done them all.
- Tone of voice is not the same for everyone. Some people use tone to their advantage. Others purposely avoid changes in tone and pitch. Others have their natural tone that follows them everywhere.
- Squaring up to you. Might mean they are becoming aggressive or simply interested.
- Feet/shoulders away from you. They could be getting comfortable or disinterested.
- Nodding. I've always said that when the employee nods, it means nothing. They are probably just trying to get you to stop talking because you believe they agree. They may want you to stop talking because they are confused, bored, uninterested, or just have other priorities at the moment. A nod can also indicate agreement, politeness, "Go away!", or "I get it!"
- Hands closed. They could be withholding information or maybe they just naturally sit that way.
- Leaning forward could mean aggressiveness or disinterest.
- Leaning back could mean they are thinking or they are disengaged.

Keep in mind that you can think about four times faster than someone naturally speaks. That is why it is so hard to listen. Your brain has so much excess capacity. Therefore, when you are speaking to someone, what they do nonverbally may or may not be directly related to the conversation.



Good Readings for Learning Professionals!

What can nonverbal communication tell you? Most importantly, nonverbal communication patterns must be learned.

What are the common patterns for the people with whom you are communicating? What makes them change? How do they hold themselves most of the time? How do they feel most of the time?

- Are they often nervous and defensive? Then a change in body language may mean you are relieving their stress and opening up dialog. That's a good thing.
- If they are often participative and productive, a change in body language may mean you have said or done something that has closed the conversation and lost their buy-in. That needs to be addressed.

Determine what triggers them to change tone, posture, eye contact and movements and decide if that change is a good thing. Then, you can adjust your communication in the moment based on their body language and achieve your desired results from the conversation.

And, by the way, words are important too, so brush up on your listening skills, and spend more than 25% of your energy listening to the words in order to gain insight on the entire communication message that the other person is saying!

Bridget DiCello is an expert in getting things done by effectively navigating difficult conversations. She inspires leaders to take action in the relationships most important to their business and their success. Bridget is the author of Opportunity Space available on Amazon.com and www.bridgetdicello.com. For nearly a decade, Bridget has been working with executive teams and professionals using her powerful concept of Opportunity Space™ to transform their teams and their businesses. Connect on LI, Twitter, YouTube, Bridget@BridgetDiCello.com or (901) 628-3207.

If you would like to share with our ASTD Chapter members a good book summary and/or an article, please send us an email to newsletter@astdmemphis.org. Your knowledge and expertise are greatly appreciated.

Quote for the Month

*“When you stop learning,
you stop growing.”*

You Should Have Been There! – February’s Luncheon Summary

“Personal Branding”

Presented by Bill Burtch, President & Founder, Harmony Coaching & Consulting

Review written by Sylvia Joure

Bill Burtch, is the President and Founder of Harmony Coaching & Consulting, a full service management consultancy focusing in the areas of Executive/Team Coaching. He works at making a difference in lives of others and makes a living doing it for clients. He has a proven “brand” and discussed with us how to strengthen our personal brands. He defined for us what a brand is and how to manage it. To the surprise of some of we have a brand whether we know it or not!!



BRAND. What is it and how is determined or measured?

Everyone has a brand, whether you like it or not. It is your reputation. A brand has little to do with a logo. *A logo is a symbol for who you are; it is important, but it is not your brand.* A person can determine what his/her brand is by asking its customers, clients, peers and others (significant others)—a personal SWOT analysis. Burtch commented that it is often difficult to ask others what they think of you: your strengths and weakness, what they like and find challenging about interacting with you, and what they obtain from working with you. Sometimes it is a joy and humbling. Sometimes it is difficult to “hear” what others have to say about us. However, this is a way to determine your brand.

If people like your brand, they associate with you and recommend you to others. If significant others “like us” and view what we have to offer as valuable and “relevant,” they will seek us out, request our services and rate us favorably. Our brand is based on our perceived values and the value of our programs and services to others, not the other way around.

DEFINE A BRAND. What are the determinants of a brand? The following are the components of a brand and are amenable to management. Our personal brand is comprised of our: authenticity, capacity to make a difference, distinctiveness, relevance, and consistency. Together these components determine our personal brand and its strength or weakness and its positive or negative valence.

Perception of others

Brand is determined by others’ perception of us as a person, professional, friend, mentor, or confident. We control the components of our personal brand, but others determine the success we have with the management of our brand. In short, we behave; they perceive.

You Should Have Been There! – February’s Luncheon Summary

Authenticity

Do we have a set of positive values that are demonstrated in our behaviors toward others? To the extent that we are true to our values, we are appreciated by customers as authentic, and our brand is strengthened. Do we provide services and products that represent us and our values well—that are congruent with how others see us? If so, we are perceived as authentic and believable and our brand will be enhanced.

Making a Difference

Do we make a difference in the lives of our significant others? Do our interactions, learning opportunities, mentoring, products, etc. assist them to move forward in their careers or achieve their goals? If so, we are valued because we contribute to assisting others achieve their objectives.

Distinctive

Do we provide something unique that is not easily obtained elsewhere? Are we all things to all people or do we provide programs and services that would be difficult to duplicate elsewhere? Do we have a niche that is distinctive and contributory? To the extent we do, our personal brand will be enhanced.

Relevant

Do we provide learning opportunities and services that are important to customers and clients? Do we understand and meet the needs of significant others? To the extent that we meet the “felt needs” of customers and clients, we will be favorably evaluated and our brand will be strengthened.

Consistent

Do we deliver training and services at a repeatable (replicable) high standard? Do we do what we do consistently well? To the extent we do, our personal brand is enhanced.

BUILD A BRAND OR STRENGTHEN A BRAND

If we are introducing a new product or service to our significant others, then building a brand is appropriate. However, if our product or service has been in existence for a while, then our branding effort goes toward maintaining, strengthening or changing our brand image.

STRENGTHENING A BRAND

To strengthen our personal brand requires dealing with and making changes in the components that define our brand: our authenticity, our ability to make a positive difference in others’ lives, the uniqueness or distinctiveness of our offerings, the relevance of we provide to meet our clients’ needs and the consistency with which we deliver our services. In sum, Bill gave us the tools to go forth and strengthen our personal brands. Thanks, Bill.