
Message from the President

Take it to the Next Level!

Greetings Fellow ASTD Members!

I hope everyone had a wonderful and safe Labor Day. It's September and fall is almost here. Please join us on September 11th for our monthly professional development event, Delivering Memorable Learning with Bob Brooks. We are also planning our joint meeting with SHRM on October 16th. Check our website www.astdmemphis.org for event dates and registration.



Our board is looking for volunteers to join us in our planning efforts for Employee Learning Week. If you are interested in volunteering please contact Leonard Cochran at programs@astdmemphis.org. Remember, to get the most out of your membership is to get involved. Also, be on the lookout for announcements coming your way for the next few months concerning Employee Learning Week.

For the next few months I would like to share with you a training tip. I usually run across a few tidbits during my journey of learning that have been truly helpful.

Tip of the Month

“Your learners do NOT care about how much you know, how smart you are, or what you've done. Aside from a baseline level of credibility, it's far more important that you care about how smart THEY are, what THEY know (and will know, thanks to this learning experience) and what THEY have done”

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Take It to the Next Level!

Debra M Bennett
ASTD Memphis
Chapter President

Upcoming Events

Sept. 11th –Delivering Memorable Learning with Bob Brooks

Date: Tuesday, September 11, 2012

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

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



Join us as Bob Brooks shares techniques on how to Deliver Memorable Learning.

A great designer is like a great conductor: “The task is to get the orchestra working to deliver the music in your head. It’s a three stage operation- hear the music, get it over to the orchestra and get them to give it to the audience” – Leonard Bernstein

October 16th –HOW, Not IF, To Navigate Difficult Conversations

Date: Tuesday, October 16, 2012

Presenter: Bridget DiCello

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

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



Join SHRM and ASTD in the Shelby Ballroom at Holiday Inn University as Bridget DiCello presents: HOW, Not IF, To Navigate Difficult Conversations. Tackling the tough conversations with determination and effectiveness.

Bridget is the author of *How, Not If, To Navigate Difficult Conversations*, and *Opportunity Space: Purposeful Interactions, Energizing People, Producing Powerful Business Results*. 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. Bridget brings 15 plus years of experience - from running Nursing Homes and Retirement Communities to coaching executive teams in small businesses, mid-size companies, Fortune 100 and Inc. 500 firms. Born and raised in snowy Buffalo, NY, Bridget currently resides in Memphis, TN. Her education includes an MBA from the University at Buffalo, a BS from Alfred University, and she is a Certified Training Professional, a designation received from the University of Mississippi.

Upcoming Events

Employee Learning Week Event

December 7, 2012 8:00 a.m. to 5:00 p.m.



Training is more important now than ever before. The growing skills gap and the increased need to compete in today's economy require organizations to develop a knowledgeable and highly skilled workforce. Employee Learning Week is the perfect opportunity for your organization to get involved and highlight their commitment to learning and development.

ASTD Memphis is hosting this day long event to promote training and highlighting its link to organization results. Please consider joining us.

Keynote Speakers

Trish Uhl – State of the Workplace Learning Profession

Richard Sites – Instructional Design Process

Dick Handshaw – Performance Consulting

Lou Russell – Project Charter in 45 Minutes or Less

Location: FedEx World Technology Center, Collierville, TN.
FedEx Parkway (Bailey Station & Winchester Blvd.)

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Learn more and register today by going to [ASTD Memphis Events page](#).

Early Bird Registration

ASTD Member: \$65

Early Bird Registration ends October 5th.

Non-Member: \$80



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 August 2012.

NEW

Cathy Redmond
Communications Specialist
Nike, Inc.

Jenni Smith
Operations Trainer
Walgreens

Lisa Williams
Technical Trainer
U.T. Medical Group, Inc.

RENEWAL

David Patten
Defense Contract Audit Agency

Glen Smith
Safety Coordinator
MLGW

Jennifer Ott
Health Streams, Inc.

2012 Auction & December Social

The auction committee is accepting donations for the December social, and we hope your donation is included. Please contact Tiereny Tunstall, Event Coordinator, at Tiereny.Tunstall@brother.com or Steve Johnson, Auction Committee Member at profrecruit@bellsouth.net to arrange pick up for your donation. Remember, you receive Auction Bucks for the retail value of your donation to use the night of the auction.

Thank you for your support!

Your Help is Needed!

Meet one of our Active Members

Steve Johnson, CPC

Steve has over 25 years experience as an Executive Recruiter and Career Management Consultant. Steve currently provides career management consulting and search recruitment to a diverse portfolio of Memphis clients and outplacement services to individuals on an adjunct, project or consulting basis through contractual agreement with national outplacement firms. Steve has mastered a variety of human resource consulting roles in his career that puts him in a unique position to advise clients in the areas of career transition and mission critical strategic workforce planning.



Steve served as a Personnel Management Specialist while in the United States Army in Washington, D.C. having graduated from the U.S. Army Adjutant General School. He served in the capacity of Placement and Staffing Specialist with the District of Columbia Government in Washington, D.C. during which time he was trained as a Career Development Counselor. Joining the executive search firm of Robert Half International, Inc. Steve honed his skills as an executive recruiter specializing in the placement of accounting and finance professionals in Memphis, the Mid-South and throughout North America. Steve managed the Robert Half office in Memphis for 9 years and was the top producer during this time.

Steve joined the executive search and human resource consulting firm of Randall Howard & Associates in Memphis as Vice President where he coordinated delivery of outplacement service, counseled clients in outplacement and delivered career transition workshops while growing an aggressive executive search portfolio of client companies. During this time Steve sat for and passed the Certified Personnel Consultants exam (CPC). Steve holds a Bachelor of Arts degree from Drake University and the Tennessee Personnel Recruiting Service Manager license.

Steve maintains active involvement in numerous groups, organizations and societies to include: The Memphis Rotary Club, The Economic Club of Memphis, The Institute of Management Accountants and Memphis Chapter of American Society of Training and Development. Steve is a frequent speaker at Memphis Career Transition groups.

Good Readings for Learning Professionals!

Mindsight--It's Never too Late to Rewire Your Brain!***By Dr. Elizabeth Fried***

Taken from *The Executive Coaching Corner: Now in Session* www.MyExecutiveCoach.net/executivecoachingcorner.htm
(September 6, 2012)

This issue will be a departure from my standard executive coaching case studies. I belong to a neuroscience group comprised primarily of other executive coaches. We get together once a month to discuss "brain stuff," so that we can more effectively coach our clients. We have discussed some terrific books, such as *Your Brain at Work* (Rock) *Your Brain and Business* (Pillay) and *Biofeedback for the Brain* (Swingle).

This month's assignment, a book by psychiatrist Dr. Daniel Siegel entitled *Mindsight*, provided many "aha moments" for me. It not only reinforced all that I have learned to date, but also gave a far deeper insight into research on attachment theory and its applications for my clients from a coaching perspective. It will also help you if you are a parent to understand the importance of being fully attuned to your children when they are developing.



What is attachment theory? Researchers have discovered that early relationships not only shape how we tell the stories of our lives when we become adults, but also how our brains physically develop during infancy and adulthood because of our experiences. If we develop a secure relationship with a parent as an infant and child (e.g., we feel that our parents provide a safe place for us and we can rely on them), this will contribute **to our well-being as a mature, balanced, integrated adult**. What I found interesting was that even though a person may not have developed a secure attachment, all is not lost. If another, less desirable form of attachment is formed (which ultimately impacted the person's physical brain development), the brain can be physically changed (neuroplasticity) and age isn't a factor. Dr. Siegel provides a variety of striking cases including one involving a 92 year old man! He showed how he targeted certain areas of the brain by providing mental exercises for the patient that actually "thickened" certain parts of the brain by growing and rewiring neurons to help the patient experience a happier, more fulfilling life.

How will I use this knowledge as a coach? That is a question I have yet to fully answer. My guess is that once I recognize attachment may be an issue blocking our progress, I will enlist a psychologist or psychiatrist to fully investigate and supplement our coaching sessions and advise me on a course of treatment in a similar way that I refer out neural-feedback treatments. I will be eager to meet with my group--some of whom are psychologists to get their take on this. I know this much... I will have to read it a couple more times for all the concepts to truly sink in.

Good Readings for Learning Professionals!

If you have the interest in this topic, I would encourage you to check out Mindsight. While not exactly light reading, it is definitely fascinating. If you don't have time, at least take a look at a [two and half minute video where Dr. Siegel explains the brain](http://www.youtube.com/watch?v=DD-lfP1FBFk).
(<http://www.youtube.com/watch?v=DD-lfP1FBFk>)

Key Points:



The old adage that you can't teach an old dog new tricks is simply not true. The brain's capacity to grow new neurons and rewire is not governed by age. Through a series of brain exercises and by using what Dr. Daniel Siegel calls Mindsight, we can gain perspective and be much more effective executives, parents, spouses, and friends. His research-based, deep account of how early childhood experience contribute to physical brain development and thus form our perceptions and impact our relationships is nothing less than stunning. The fact that neuroplasticity enables us to physically change our brains is the great news. So, just because you did not have Ozzie and Harriet as parents, does not mean you are doomed!

Taken from *The Executive Coaching Corner: Now in Session* www.MyExecutiveCoach.net/executivecoachingcorner.htm
(September 6, 2012)

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.

You Should Have Been There! – Augusts' Events

*Can Trainers Become Chefs?
L'Ecole Culinaire*

Menu:
Italian Dinner

- Appetizers - Antipasto
Entrée - Filetto di Sogliole picatta (Sole Picatta) Fresh Pappardelle
Dessert - Crema di Ricotta alle Frutta Fresca (Ricotta cream with fresh fruit)





You Should Have Been There! – Augusts' Events

Becky Atkinson, FedEx - So What's Next For You?

Review written by Monica D. Smith

Becky Atkinson is the Staff Director of Executive Development/HR Initiatives for FedEx Corporation here in Memphis, Tennessee where she is primarily responsible for the development and implementation of an enterprise-wide talent management strategy for building bench strength and succession plans at the Officer level. Becky has over twenty years of experience in the field of organizational, professional and executive development. Prior to joining FedEx as the Manager of Executive Development in May of 2006, Becky managed a strategic HR function for a financial services company that included the development and implementation of talent management, career management, performance management, and change management processes.

The presentation began with a quote: **“Everyday is a Career Crossroads ... What's Next for You?”** The session was about our personal development and recognizing the basics of career planning and understanding the key personal considerations. Determining as an individual what makes it all come together. You must determine what your best fit in the work world is. **Before you decide where you want to go... Know where you are ...**

One of the areas that Becky focused on was how imperative it is to determine your Holland Code. As she stated, there are six personality types into which people could be categorized: Realistic, Investigative, Artistic, Social, Enterprising and Conventional. An individual's interests and how he or she approaches life situations will determine his or her type. Since individuals are multi-faceted, we have to realize that most people do not fall into a single category. The majority of people would fall into multiple categories.

Becky also discussed what an individual's internal drives (motives) are. It is imperative to outline and understand the following:

What's your balance?	Experiences	Work Style
<ul style="list-style-type: none"> • Power • Achievement • Affiliation 	<ul style="list-style-type: none"> • Ladder and Lattices • Four development dimensions <ul style="list-style-type: none"> ○ Functions ○ Geographics ○ Organizations ○ Business Situations 	<ul style="list-style-type: none"> • Wealth or models • What energizes you • What's your tolerance for working outside of your preference



You Should Have Been There! – Augusts’ Events

Becky closed her presentation by sharing the Seven Seismic Shifts. These are the seven seismic shifts that someone must go through to acquire the skills and cultivate the mindset needed to evolve.

Specialist to Generalist	Understanding the mental models, tools, and terms used in key business functions and develop templates for evaluating the leaders of those functions.
Analyst to Integrator	Integrate the collective knowledge of cross-functional teams and makes appropriate trade-offs to solve complex organizational problems.
Tactician to Strategist	Shift fluidly between the details and the larger picture, perceive important patterns in complex environments, and anticipate and influence the reactions of key external players.
Bricklayer to Architect	Understand how to analyze and design organizational systems so that strategy, structure, operating models, and skill bases fit together effectively and efficiently, and harness this understanding to make needed organizational changes.
Problem Solver to Agenda Setter	Define the problems the organization should focus on, and spot issues that do not fall neatly into any one function but are still important.
Warrior to Diplomat	Proactively shape the environment in which the business operates by influencing key external constituencies, including the government, NGOs, the media and investors.
Supporting Cast Member to Lead Role	Exhibit the right behaviors as a role model for the organization and learn to communicate with and inspire large groups of people both directly and, increasingly, indirectly (Harvard Business Review, 2012).

How managers become leaders is viewed differently by organizations, often shaped by the company’s culture. If it is not a priority, this will impact your ability to evolve as a leader. The transition from running a function to running an entire enterprise can be overwhelming but possible.

Perceptions of others will help you make your next move or hold you back.

SO..... WHAT’S NEXT FOR YOU?