
You're Invited - Upcoming ServiceMaster Tour

Training - It's Everywhere!

I had the unfortunate pleasure of visiting the local hospital Emergency Room this past month. Even when I'm in pain, I have a tendency to enjoy new experiences for two reasons: I love learning, and I enjoy people. You cannot escape people or learning if you are going to accomplish much in life, so you may as well learn to enjoy them both.

Are you a "people watcher?" If you want to get a different spin on people watching, visit your local emergency room. It's interesting. Take yourself a book and pretend to read, and just watch and listen to all that goes on around you. If you're like me, you'll be glad that you ended up in the career that you did.



You see, I'm the type of guy that never has to visit the doctor. I'm fortunate that I don't get sick or hurt often. I couldn't even tell you who my "family practitioner" is. I can only provide you with a vague guess as to when I had my last visit. The one thing that I can tell you is that I learn something every time I go.

It's amazing. These folks in the medical profession have likely not had any training on adult learning theory, yet most of the time, they are able to diagnose and explain their findings to someone like me that nearly failed biology. And on top of that, I understand the importance of what they are trying to convey to me. Isn't that great? We can't escape learning!

The most amazing thing about the learning profession to me is that we all have our own specialty areas (just like the good people in the emergency room). When I'm at a learning event, and I look around, I know most of us in the room never set out to be learning professionals. We ended up where we are for any number of reasons, but the two of those reasons are almost universal to all of us: we love learning, and we enjoy people. And one thing we can all agree on is that the most important thing about being in the learning profession is sharing the knowledge that we have.

If the doctor hadn't been able to explain his diagnosis in terms I could understand, I would have been upset. I would have left the hospital wondering what was wrong. Instead, he was able to let me know that the pain I was feeling was simply a kidney stone. Oh the joy! Once I knew the diagnosis, it all made sense to me. I realized the source of my pain, and all of the symptoms became painfully clear to me.

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How are our roles in the learning profession so different? We assess, prescribe treatment and ensure our clients understand. No matter what your profession - training is everywhere.

Leonard Cochran, CPLP
ASTD Memphis President - 2014
President@astdmemphis.org
901.605.6231

Tour of ServiceMaster

ASTD members are invited for a special, private, guided tour of the ServiceMaster Franchise Training Center on Tuesday, April 22, from 4:30 – 6:00pm.

ServiceMaster is the parent company for Terminix, TruGreen, American Home Shield, Merry Maids, AmeriSpec, ServiceMaster Clean, ServiceMaster Restore and Furniture Medic.



The ServiceMaster Franchise Training Center houses technical training rooms for ServiceMaster Clean, ServiceMaster Restore, and Furniture Medic, including our “Water House” recently shown on *Designing Spaces*. Check out the recap here: <http://bit.ly/1h6VWHp>.

The tour will include:

- History and introduction to ServiceMaster, the ServiceMaster Franchise Group and Franchise Training Services
- Tour of:
 - Specialized training rooms for Janitorial, Floor Care, Disaster Restoration and Furniture Medic
 - Research & Development for products and equipment
 - The water house (flooded over 70 times in the past 12 years without being rebuilt; used for hands-on technical training)
 - Time for Questions & Answers.



You're Invited - Upcoming ServiceMaster Tour

To register, click here: <http://bit.ly/1gVHw8h>. Cost is \$10. Registration is limited to 36 people. Registration closes on Friday, April 18.

Where: ServiceMaster Training Facility, 1650 N Shelby Oaks Dr., Memphis (near intersection of I-40 and Sycamore View, just past the Cracker Barrel)

Upcoming ASTD Memphis Events

April 8th – Developing Learning for a Global Audience

Date: Tuesday, April 8th, 2014

Presenter: Gretchen Stroud

Location: Bethel University
5885 Ridgeway Circle #100
Memphis, TN

Time: 11:30 a.m. – 1:00 p.m.

Register here: <http://bit.ly/1iLvoMu>

Many learning programs are developed to span a global audience, reflecting the realities of an increasingly globalized world. Beginning the design and development process with some careful considerations in mind will ensure that your project is more likely to be delivered on time, on budget and with maximum impact across your global learning audience.

Gretchen Stroud currently serves as the Director of Learning for Full and Focus Service Brands within the Hotel and Owners Colleges of Hilton Worldwide University. She has worked in the hospitality industry for more than 11 years in a variety of roles within learning/talent development, international training and communications, and owner and franchise services. Prior to entering the hospitality world, she served as a Teach for America corps member.

April 22nd – Guided Tour: ServiceMaster

Date: Tuesday, April 22nd, 2014

Presenter: ServiceMaster Training Facility

Location: 1650 N. Shelby Oaks Drive
Memphis, TN

Time: 4:30 p.m. – 6:00 p.m.

Register here: <http://bit.ly/1gWHw8h>

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Program highlights include a tour of:

- Specialized training rooms for janitorial, floor care, disaster restoration and Furniture Medic
- Research and Development for products and equipment
- The Water House, flooded over 70

Upcoming ASTD Memphis Events

times in the past 12 years without being rebuilt; used for hands-on technical training

- Q&A session

May 13th – Increasing Learner Retention through the Use of Mnemonics

Date: Tuesday, May 13th, 2014

Presenter: Dr. James B. Lewis, Jr., M.D.

Location: Bethel University
5885 Ridgeway Circle #100
Memphis, TN

Time: 11:30 a.m. – 1:00 p.m.

Register here: <http://bit.ly/1oy9IIB>

Mnemonics have been a useful learning tool since the time of ancient Greeks. Mnemonics have been particularly helpful in the practice of medicine where prompt recall by physicians is needed to diagnose and treat illnesses. Mnemonics are useful not only in medicine, but in a whole host of disciplines. This session will explore the history of mnemonics, the learning theory behind them, and the proper construction of mnemonics (Hint: Scrabble tiles are helpful).

Dr. James B. Lewis, Jr., serves as Associate Chief of Staff for Education at the VA Medical Center in Memphis. He is also Professor of Medicine at the University of Tennessee. He is certified by the American Board of Internal Medicine. He is a graduate of the Johns Hopkins School of Medicine and a Fellow of the American College of Physicians. He teaches medical students and residents on a nearly daily basis. He has won a number of teaching awards in part because of the use of memorable mnemonics. His special interests are medical education, multiple choice question composition, physical diagnosis, and medical mnemonics.

June 10th – Securing a Seat at the Table (rescheduled from February)

Date: Tuesday, June 10th, 2014

Presenter: Madan Birlan

Location: Bethel University
5885 Ridgeway Circle #100
Memphis, TN

Time: 11:30 a.m. – 1:00 p.m.

Register here: <http://bit.ly/1jrZDLd>

Drawing from his personal experience at FedEx in managing Central Support Services Division's training function for 9 years and facilitating leadership classes around the world at FedEx's Leadership Institute for 3 years, he will share three proven and practical steps for securing a seat at the senior management table.

Madan Birla is an author, speaker, consultant, and trainer for companies around the world and at executive education programs including Kellogg Management Institute, Northwestern, and Dartmouth College. A veteran of FedEx



Upcoming ASTD Memphis Events

for twenty two years he was a member of FedEx's Long Range Planning Committee, where he worked closely with founder and CEO Fred Smith in developing and implementing innovative business growth strategies.

His first book, 'FedEx Delivers: How the World's Leading Shipping Company Keeps Innovating and Outperforming the Competition,' has been translated into Chinese, Russian, Spanish, Korean, Thai, Vietnamese, and other languages. His second book, 'Unleashing Creativity and Innovation: Nine Lessons from Nature for Enterprise Growth and Career Success,' was released by Wiley Oct., 2013.

NOTE: The speaker will be giving out 5 copies of books he has written: *Balanced Life and Leadership Excellence: A Nurturing Relationship and Unleashing Creativity and Innovation.*

2014 Theme & Goal: Work Smarter

Mission

To provide *knowledge, leadership and professional development* for our members to meet workplace learning and performance challenges.

Vision

To be *the* professional association recognized as *the ultimate resource, advisory group and network* in the Mid-South for workplace learning and human performance improvement.



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 March 2014.

NEW

Jennifer Carpenter
Karen Phillips
Taylor Tagg

RENEWAL

Nedra Bailey
Bill Burch
Jacqueline Dutsch
Jana Markowitz
Kariam Osei
Lindsey Shepard
Kelly Smith
Robin Thomas
Michael Wilbourn

Calling all Presenters!

ASTD Memphis is seeking presenters for luncheons throughout 2014. If you or someone you know can share expertise in one of the following fields, please contact our 2014 VP of Programs, Chuck Jones, at programs@astdmemphis.org.

- Knowledge Management
- Coaching
- Integrated Talent Management
- Managing Learning Programs
- Evaluating Learning Impact
- Learning Technologies
- Training Delivery
- Instructional Design
- Performance Improvement
- Change Management

Member Spotlight: Meet One of Our ASTD Memphis Members!

Ed Colvin

Ed Colvin, one of our newest ASTD Memphis members, has over 30 years of management, leadership, team-building and communications training experience. Ed's enthusiasm, willingness to embrace new challenges and empowering others constitute both his business and personal philosophy.

For over 30 years, Ed was part of the FedEx Express team, where he managed operations in both the international and domestic divisions. During his career at FedEx Express, Ed was selected for a special assignment in which, he facilitated Managing and Valuing Diversity workshops for managers and frontline employees of the corporation. Ed's career at FedEx Express allowed him the opportunity to travel extensively throughout the United States as well as in Europe and Asia, training and developing other team members. After an impressive management career, Ed was assigned to the Operations Management Training Organization. There, he was responsible for facilitating five-day management training courses in Memphis and Indianapolis, as well as consulting with managers, professionals and hourly employees. Ed was also responsible for conducting the corporation's two-day Effective Presentation Skills workshop and the four-day Instructional Skills workshop. Outside of FedEx Express, Ed served as a consultant to the Memphis Race Relations and Diversity Institute. There, he facilitated two-day Managing Diversity workshops for corporate executives and not-for-profit managers in and around the Memphis area.



Ed's consulting clients have included large corporations as well as small not-for-profit organizations throughout the United States. Ed is now a member of the Orgwide Services team, a consulting firm, where he is Director of Facilitation Services. Ed is known to many as the world's biggest Humphrey Bogart fan. ("Here's looking at you kid.")

Newsletter Volunteers Needed!

ASTD Memphis is seeking volunteers to help with our newsletter on a bi-monthly basis. If you're interested in helping out "behind the scenes," contact newsletter@astdmemphis.org.

March Luncheon - You Should've Been There!

Leadership through Followership



Evan Nelson led a dynamic, conversational discussion on leadership that had much audience participation. He began by describing how we live in a different time meaning, as leaders, we have to do more to empower people. It's now much deeper now than it was "back in the day." So what does leadership mean today? Evan had each person anonymously answer two questions. These questions were used to guide our discussion throughout Evan's facilitation of this topic.

The two questions were:

- What is fearful about leadership today?
- What is leadership?

So, what is leadership? Here's what leadership is NOT:

- Leadership is not about seniority.
- Leadership isn't "management."
- Leadership isn't about making others fail so you can succeed.

Today leadership has a lot to do with self. Why? An example would be "Look at yourself in the mirror and ask yourself, 'Would I follow me?'" That's why leadership is about self in many ways. Many leaders don't understand who they are; they don't know how to be themselves or how to react in certain situations. Understanding self - the moral self - is imperative to leading. So, what guides your moral belief system? As a leader, if you don't have this core piece, you won't be successful.

What is that "thing" great leaders have? Maybe they're not afraid to share knowledge; they believe in the people they're leading; they have a sense of self-conceptualization and they are comfortable with who they are. The leaders that are great leaders -- they're really good at this! Great leaders listen well. Because they listen, they can emotionally connect with their followers. How? They are able to follow their followers as well as follow their own leaders.

Evan suggested that if you're ever in a situation where you had to assess a leader, put them in an ethical situation. What would they do? This is an excellent way to evaluate a leader. The best practice of evaluating a leader is to evaluate his or her followers too. Evan closed the presentation by emphasizing the



March Luncheon - You Should've Been There!

importance of being a servant leader with morals and developing a moral crest. The servant leader represents the following: They speak their truth. Everything about their internal and external being speaks truth. They care for themselves by understanding who they truly are. Sometimes this is fearful but is essential to effective leadership.

Evan Nelson is an Organizational Development Consultant for the Center for Education and Organizational Development at Baptist Memorial Health Care Corporation. He completed his Associate's Degree from Southwest Tennessee Community College, his Bachelor's Degree from Christian Brothers University, his Master's Degree from the University of Phoenix, and currently in the final phases of completing his PhD in Human Services. His career path has compiled of creating organizational alignment across systems and embodied efforts primarily in leadership development. His area of expertise and concentration is in leadership development and executive coaching.

He is a Certified Myers-Briggs Practitioner, Certified Practitioner in Fundamental Interpersonal Relations Orientation, Certified Lominger Practitioner (360), and highly skilled in succession planning. Organizational alignment skills including predecessor programs, Organizational Development, Employee Engagement, Conflict Management, Interpersonal Relations, Change Management, Teambuilding, Leadership Coaching, Leadership Development, Presentation skills, On-Boarding, Succession Planning, Recruitment, Performance Management, etc. Evan has worked with several organizations on a consulting basis in the areas of leadership development, competency definition, and executive coaching.

How to Write Characters for Social Simulations

written by Sara Crow, Instructional Designer at NexLearn

Creating characters for a simulation can be simultaneously fun and frustrating. A social simulation succeeds or fails based on the plausibility of its characters, so creating realistic interaction can be a daunting task. Here are a few items to consider as you build your own story.

Don't be afraid of Backstory When you build a character, think about where that person comes from. Having more detail can help the character feel real to you and to the student. Answer the basic reporter questions to create your character's story:

- **WHO are they?** Think about who you've encountered in similar circumstances. Consider the characteristics of the people in those experiences to highlight the objectives you want the student to achieve. More specifically, you can use the answer to this question to address relevant personal factors unique to your character. Is there relevant professional backstory, such as how long the character has been in the position or how they perform their work? For example, a farmer who has graduated with an agricultural sciences degree may approach a problem differently than a farmer who inherited the job from a relative. Whether the character has kids or knows kung fu may also have a bearing on how they respond. Some of the information you sketch won't be mentioned directly in the conversation, but may have an impact on that character's personality and perspective.

- **WHAT do they do?** This talks more to your character's professional (and sometimes relevant personal) interests. What is your character's role in the company or the community? Can "what they do" include non-business interests that may have a bearing on your student's ability to, for example, connect with the character?

- **WHAT is your student's role in the conversation?** When you fully understand the student's role in the simulation, it's easier to imagine the character's side of the conversation.

- **WHERE would they meet your student?** This question will generate information about the way your character may respond in the environment. A character will probably act differently in his or her office than in a café or even in your student's office.

- **WHEN would the encounter take place?** Ask this question to find out when a conversation would likely take place. It may be a little detail to some, but to those who have similar real-world discussions, details matter.

- **WHY are they talking to your student?** Consider why the character is talking to your student. Are they dissatisfied with their current service experience? Are they looking for advice? Is your character forced to



Good Readings for Learning Professionals

have this discussion by a superior? This will help you determine the motivation of your character and how willing he or she is to resolve the problem or even listen to what the student is trying to say.

- HOW many people are involved in the encounter? This information can affect how many characters you create for your scenario, as well as how your character may respond. Whether your character has the ability to make decisions without consulting with others may impact how he or she responds to your student. Also, keep in mind that the number of characters in a simulation doesn't have to be one hundred percent realistic to the number the student will encounter in the scenario. What matters is that the simulation fulfills the objectives in a memorable way that helps the student retain the information.

Fail Forward An important element that we try to incorporate into our work at NexLearn is encouraging the student to "Fail Forward," especially when we're creating simulations designed to teach new concepts. We want to make an experience challenging enough that the student will struggle with an encounter—and conceivably fail—at least on the first time through a simulation. Students typically remember more when more effort is required to achieve a goal.

Consider that your simulation doesn't have to deal with an "average" encounter to teach the objectives. The challenge of a more difficult experience will prepare students to excel at all types of situations.

Act it out! It may seem a little odd at first, but acting out and recording role play dialogue between subject matter experts may get you out of a rut if you are still having trouble creating a realistic scenario. Capturing that dialogue may give you inspiration for creating realistic conversations for your simulation.

Spending a little time thinking about the characters you'll include in your simulation will pay off in greater retention and more willingness on your students' part to participate in training.

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