
Message from the President

ASTD Becomes ATD



Wow! The ASTD International Conference and Exposition was incredible as always! There were over 11,000 attendees this year, with over 300 sessions, hundreds of vendors at the Expo, and not enough time to take it all in!

This year a big announcement was made by Tony Bingham on Tuesday night. ASTD is changing its name to the Association for Talent Development (ATD). I encourage you to read more about it on the ASTD website: <http://astdnews.org/>.



Why the change? For the past several years ASTD has been working (and succeeding) in increasing our global footprint and the recognition of the CPLP Certification. The vision and direction of our organization have grown beyond the bounds of an American Society. The new name is intended to showcase our increasingly global focus and influence.

There has been lot of chatter on social networks about the focus on Talent Development. As you likely recognize, many folks in the learning profession have been reducing their use of the term “training.” Many of us now *facilitate learning*, rather than merely train people. So, it’s not too much of a surprise that they would shy away from the term “training.”

What does this change mean to us? I hope that you are a part of the national organization, but even if you are not, you will be impacted by the changes. All of the local chapters will need to change names to align with the national organization. That means that in every area that our name is used, it will be changed. We have one year (May 15, 2015) to implement these changes if we are to continue to as an active chapter.

Will these changes impact my national and/or local membership? No. Your membership will continue as normal. Our chapter will continually work to be the place for learning professionals to connect, share, and learn in the Mid-South. We will release an announcement when the process of officially adopting our new name is complete. In the meantime, we will continue to operate as “Memphis ASTD.”

What are the next steps? ASTD is in the process of providing our chapter with an outline and checklist of all areas that we as a chapter need to consider. (Think about how the name change will impact bank accounts / websites, email, social media account name changes, any branded communications, etc.) I and the board will keep you informed as these changes take effect. What a great time for us to put our change management skills into practice! Please let me know if you have any questions or concerns. I would also encourage you to reach out to me if you are interested in helping us make this transition. Here’s to the future!

Leonard Cochran ASTD Memphis President - 2014 President@astdmemphis.org

Upcoming ASTD Memphis Events

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

Date: Tuesday, June 10, 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 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*.

July 8th – Developing a Performance Strategy

Date: Tuesday, July 8, 2014

Presenter: Jimmy Brown, Ph.D.

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

Time: 11:30 a.m. – 1:00 p.m.

Register here: <http://bit.ly/1g2UO45>

The Performance Strategy process is a managed methodology for helping organizations understand where to focus their human capital development and performance improvement energies. It allows organizations to prioritize their human capital development budgets by clearly identifying where they will get the most bang for their buck. We do this through four phases –

1. **Defining** business objectives, and identifying what performance outcomes matter
2. **Documenting** current processes that drive those critical outcomes (e.g., SIPOC process mapping and documentation)
3. **Collecting** data from top performers to determine what they are doing differently than the

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rest of the organization

4. **Developing** clear and actionable human capital strategies (e.g., recruitment, training, coaching) to bring the rest of the organization up to the top performers level

Jimmy Brown, Ph.D., is a senior consulting executive with 18 years' experience delivering practical strategies for business performance improvement. He is also the founder of the J Brown Group, a management consultancy focused on human capital, business strategy, and organizational development solutions. Prior to founding J Brown Group, Dr. Brown held senior-level consulting positions at marquee firms such as Booz Allen Hamilton, Accenture, and Hewlett-Packard. In these roles, Dr. Brown has worked across several industries sectors including healthcare (provider, payer, and bio-pharma), retail, high-tech, manufacturing, energy and Federal government (civilian and DoD). He is regularly sought out for his insights on how to apply cutting-edge theory to solve real-world business challenges.

July 17th – Master Mind Group - *Focus: The Hidden Driver of Excellence*

Date: Thursday, July 17, 2014

Location: Amerigos Restaurant
1239 Ridgeway Rd.
Memphis, TN

Time: 5:00 p.m. – 6:30 p.m.

Register here: <http://bit.ly/1n9ONlh>

Join fellow ASTD-Memphis members for dining and discussion of Daniel Goleman's book, *Focus*. If you find that you are constantly multi-tasking and your attention is pulled in many directions, this book offers insight and strategies.

In *Focus*, Psychologist and journalist Daniel Goleman, author of the #1 international bestseller *Emotional Intelligence*, offers a groundbreaking look at today's scarcest resource and the secret to high performance and fulfillment: attention.

Combining cutting-edge research with practical findings, *Focus* delves into the science of attention in all its varieties, presenting a long overdue discussion of this little-noticed and under-rated mental asset. In an era of unstoppable distractions, Goleman persuasively argues that now more than ever we must learn to sharpen focus if we are to survive in a complex world.

Goleman boils down attention research into a threesome: inner, other, and outer focus. Drawing on rich case studies from fields as diverse as competitive sports, education, the arts, and business, he shows why high-achievers need all three kinds of focus, and explains how those who rely on Smart Practices,

Upcoming ASTD Memphis Events

undefined mindfulness meditation, focused preparation and recovery, positive emotions and connections, and mental “prosthetics” that help them improve habits, add new skills, and sustain greatness while others do not.

Please sign up by July 14 at www.astdmemphis.org, so that we can turn in a count to the restaurant. Food and beverage costs are on your own. Feel free to have dinner or a light snack.

August 12th – The Science of Boosting Performance, Retention, and Engagement

Date: Tuesday, August 12, 2014

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

Time: 11:30 a.m. – 1:00 p.m.

Register here: <http://bit.ly/1iQ6loy>

The concepts of spaced education are based on the original research conducted at Harvard Medical School, punctuated by real-life applications tied to business outcomes.

What you will learn:

- The general principals of interval reinforcement and active recall, and the measurable impact they can have on the retention of information in long-term memory and behavior change.
- About the findings of a controlled study at Intuitive Surgical, makers of complex surgical robots, on how mobile reinforcement via spaced education following a live training event can deliver statistically similar outcomes to 1:1 coaching and mentoring; and perhaps one other application case study time permitting.
- How the introduction of simple game mechanics into spaced education can significantly increase user engagement in learning, and thereby boost satisfaction and results.
- Discuss methods for tying spaced education approaches to the business results/outcomes.

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 May 2014.

NEW

RENEWAL

Andreah Winsett

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!

Dorris Conner

Meet Dorris Conner. She is an author, speaker, consultant and trainer. Dynamic, eloquent and passionate, this motivator believes and teaches self-empowerment is the tool for achieving excellence.

She is certified to deliver training and workshop courses in the areas of Women's Issues, Leadership, Corporate Etiquette, Wellness; Racial and Gender Diversity, Non-Profit Management; Grant-Writing and more. She has co-authored several books that include "Learning to Love Yourself: Self-Esteem for Women"; "HIV/AIDS: A Manual for Faith Communities"; "Transformation: Reinventing the Woman Within" and her latest production "The Female Leader" published in April 2014. She was NAFE Woman of the Year 2010/2011.



Dorris holds a Bachelors of Science Degree in Health Services Administration; Master's Degree in Management and Administration and several certifications including a graduate certificate in Training and Development from the University Of Oklahoma/ASTD and the MCHES-Master Certified Health Education Specialist among many others.

Dorris has been delivering her craft for over 20 years with the last 10 years at Shelby County Government and currently serving as Registrar of Vital Records. On a fun note, Dorris discovered zip-lining a few years ago and loves to include zipping in her schedule as she travels.

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.

3 Things Every New Instructional Designer Needs to Know

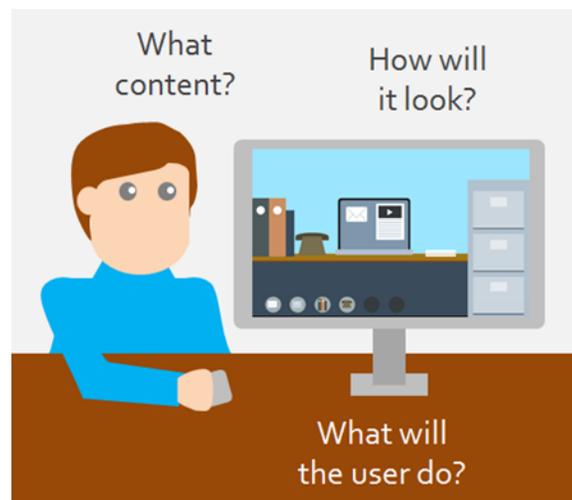
written by Tom Kulhmann

Many of you are transitioning from traditional classroom training to developing online training. That means you need to learn new software and production techniques, as well as new ways to design your courses. This transition can be a bit confusing and a source of stress. So today I'll share a few of the tips I share at my workshops for new elearning developers.

It Takes Time to Be a Pro If You're a New Instructional Designer

It would be great if we could just start building online training courses and know everything the first time we build a course. But that's just not going to happen. It takes time. And that's OK. You have to start somewhere.

There are things you can do make sure you're moving in the right direction, but the first course you build is not going to be the best course you ever build. To tell you the truth, I cringe at some of my early stuff. At the time I thought it was great, but I look at it today and I can see that I was a bit limited in my understanding of how to build online training.



There are three essential elements to course design:

- What content needs to be in the course to meet its objectives?

Good Readings for Learning Professionals

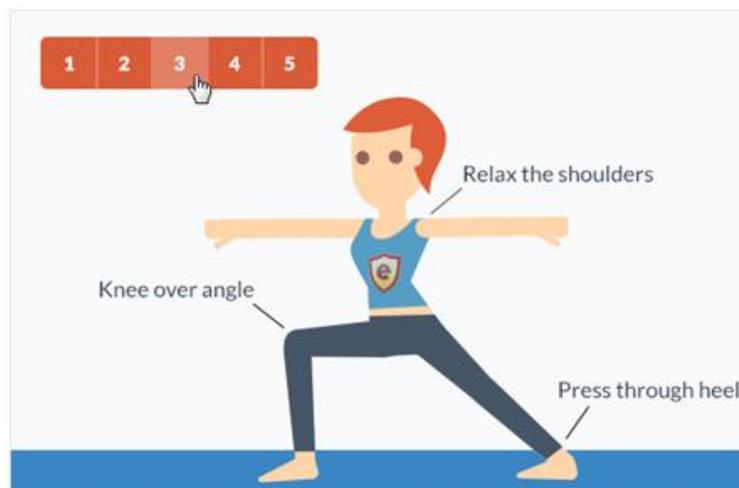
- What will the course look like?
- What is the user supposed to do with the content learned?

If you focus on those three, you'll invest your time in the right areas.

Practice, Practice, Practice Helps the New Instructional Designer

I've mentioned this before on the blog, if you want to be good at your craft it takes practice. There's no way around it. The challenge is getting enough practice so that when you design an elearning course you're ready.

My son just started soccer. I told him that if he waits to be with his team, he'll get limited touches on the ball. In a game or scrimmage he may only get the ball in 3-6 second chunks. At that rate, he'll improve slowly. However, if he practices ball handling skills in the backyard, he'll get hundreds of touches.



Think of elearning practice the same way. On a real course, you get limited chances. So you have to break down the elements of course design into small chunks and then take the time practice those.

I like the elearning challenges that happen in the community each week. They're designed to be small activities that are easy enough to do without a big time commitment. If you do them you'll get more "touches" and when it comes time to build a real course you'll have fleshed out some ideas and learned new production techniques.



Good Readings for Learning Professionals

There are Twenty Ways to Do Things If You're a New Instructional Designer

One point of frustration I see with people who are just learning is that we want to know how to do everything right and we want to be really efficient doing it. Guess what? It won't happen if you're just getting started. If that stresses you out, "here's a little song I wrote, you might want to sing it note for note..."

A point I make in the workshop is to not worry about what everything looks like under the hood. If the course works the way you intend it to and the end user is fine, then don't worry about what it looks like in the source file?

Who cares if you aren't the most efficient developer? The efficiency comes with experience, especially when you have to edit that mess of a file. But that's OK because that's how we learn. Often the expert shortcuts and efficient tips don't make sense until we have some context anyway. So why stress it?

A great way to learn faster is to jump into the community and ask for help. When you show someone what you're doing, you'll get others with more experienced who will offer the tips and tricks that will make you more efficient. If you're just getting started then being part of the community is a must.

Here's the deal, we all have to start somewhere. Sometimes the process of getting started can be a bit frustrating. Understand that it'll take time, create opportunities to practice, and don't worry about being perfect. The more you do this stuff, the better you'll become.

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