

A Message from the President

Greetings ATD Memphis Members,

I want to take this opportunity to thank Mr. Chuck Jones, our current President-Elect and Co-Chair VP of Programs. He has done an outstanding job bringing well-known speakers to the Chapter. Also, I want to wish him the best in his new home in West Virginia. If you have some time, I would appreciate if you drop him a line (preselect@tdmemphis.org) to thank him for his services to our Chapter.

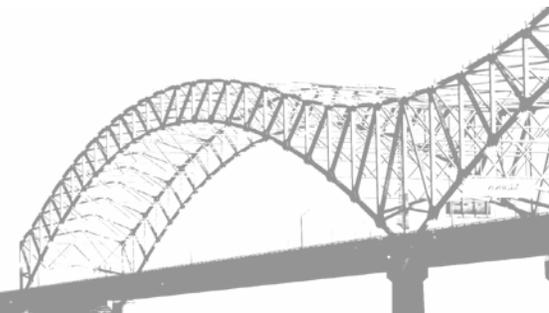
I also would like to share with you that the September event was terrific. Jane Bozarth, a well-known author, speaker, trainer and guru, presented “Using Social Media for Learning and Creating Engaging e-Learning with Power Point.” The results from our level 1 evaluation were outstanding. See it below.

Questionnaire:	Favorable*	Neutral	Unfavorable*
Location			
The location was convenient and provided a good atmosphere.	100%	0%	0%
The food was good and provided good value.	100%	0%	0%
The food service was efficient and friendly.	95%	0%	5%
Presentation			
The presenter demonstrated mastery of the topic.	100%	0%	0%
The delivery methods (e.g. lecture, activities, etc) supported learning.	95%	5%	0%
Handouts, slide show, and other AV added value to the presentation.	95%	5%	0%
The session broadened and/or challenged my knowledge of the topic.*	100%	0%	0%
The topic was relevant to my work.*	100%	0%	0%
I gained new work-related insights.*	100%	0%	0%
The presenter was responsive to participants.	100%	0%	0%
This presentation met my expectations.	100%	0%	0%
Overall, I was satisfied with this presentation.	100%	0%	0%
Learning Quality Index (Questions in blue color)	100%	0%	0%

Some of the written comments were “I hope the local chapter has more events like this;” “The post-it demonstration of twitter was very effective & creative;” “The event was enjoyable;” “Jane's clinic was very informative. Picked up a few nuggets to use in my next e-learning design and ways to use social media to engage learners;” and “Power Point class was awesome!.”

Finally, thank you for being a member of our Chapter. Your participation and support is what makes the Board members work hard to offer high quality events. I want to invite you to join us in our upcoming events. The topic for our monthly luncheon in October is “Learning Management Systems: The Pains and Pluses.” It is scheduled for October 13th at 11:30 a.m. The topic for November is “What is Leadership Really?” It is scheduled on November 10th at 11:30 a.m. Both events promise to be excellent learning experiences. To register for each event, please go to our website www.tdmemphis.org.

Dickmar Tejada
President



Member Spotlight: Meet One of Our ATD Memphis Members!

Jana Cardona

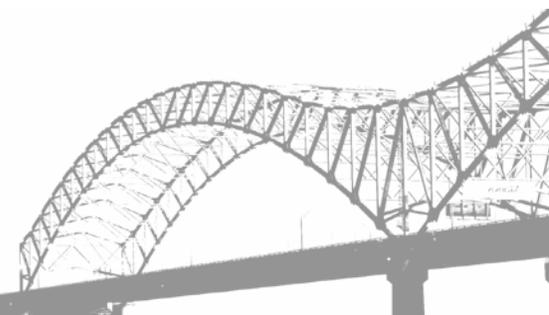
Jana has been described as the Mid-South's premier purveyor of referral marketing training, methods, and programs. A dedicated teacher, she focuses solely on training, coaching, and facilitating business owners, entrepreneurs, and salespeople to develop sound, creative referral marketing skills. Jana's aim and product: highly skilled referral marketers able to maximize their business opportunities and profit.

Since you are someone interested in maximizing your opportunities and the profitability of your business, you may specifically want to develop one or more—probably several—of the following skills...

- building a referral driven business
- developing long-lasting relationships that deliver referrals
- crafting a specific referral marketing plan
- learning effective networking techniques
- acquiring communication skills that contribute to relationship-building
- using collaboration versus competition
- learning better body language to build relationships
- how to work a room when networking



Jana is an expert in referral marketing. She is a passionate speaker, workshop trainer and leader in the areas of networking, business referral development and relationship building. She has developed a speaking, coaching, and training platform that assists individuals and companies in designing an intentional referral marketing business plan. Attendees at her keynotes, workshops, and seminars are better able to bridge the gap between merely networking casually to creating a language for referrals that will attract their desired clients.



Upcoming Events

Learning Management Systems: The Pains and Pluses

October 13, 2015 | 11:30 – 1:00 pm

Bethel University, 5885 Ridgeway Center Parkway Suite 100, Memphis, TN 38120

Registration: tdmemphis.org



Jennifer Snyder, Manager of Corporate Learning and Development, at MicroPort Orthopedics in Memphis will share her extensive experience with Learning Management Systems (LMSs): The Pains and Pluses.

The current and future wave for most of us with extensive training for our employees and customers is a LMS or software application for the administration, documentation, tracking, reporting and delivery of training programs, e.g., e-learning, facilitator led, blended, etc.

About the Speaker

“I can train dogs; I can train horses; but people learn.” This has been Jennifer Snyder’s mantra since she moved into her role as Manager, Learning & Development for MicroPort Orthopedics in Arlington, TN in 2013. With over a decade in the learning industry, Jennifer’s passion for learning is fueled by seeing the passion ignited in others.

A Memphis transplant since 1996, she cut her teeth in learning at a training company in Memphis. The professional development opportunities there, including support for her master’s degree in Curriculum & Instruction, sparked the flame. She is fascinated with the shift in learning because of new technologies. Most recently, she presented “Scavenging for Engagement: Mobile Uses in Learning” at the 4th Annual Life Science Engagement and Innovations in Learning Technologies Conference in March 2015.

Her focus for 2015 was to build a sound learning strategy for her company – a 60-year-old company that hadn’t had a corporate learning department before her arrival. “I have a clean slate to build a learning program from the ground up,” Jennifer said.

In 2013, she implemented an LMS for a medical device manufacturer, then implemented it again within four months, when MicroPort Scientific purchased a branch of the company. She recalls, “It was a lot to do in a very short amount of time, but I learned some valuable lessons along the way.” Jennifer even wrote a blog post about her experience, “9 Lessons Learned from Standing Up an LMS (Twice).”



Upcoming Events

What is Leadership Really?

November 10, 2015 | 11:30 – 1:00 pm

Bethel University, 5885 Ridgeway Center Parkway Suite 100, Memphis, TN 38120

Registration: tdmemphis.org

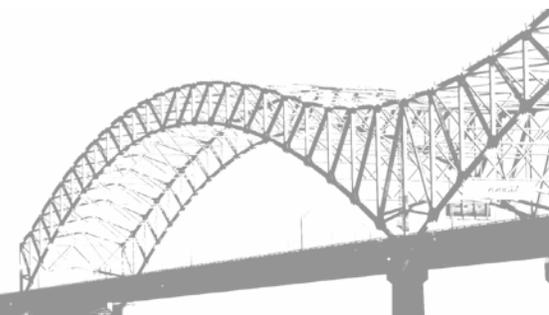
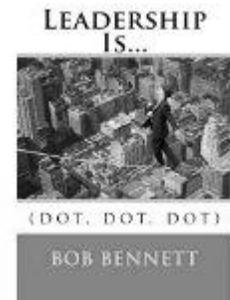
Broaden Your Perception!



Leadership, whether it be for an individual or for a group, is extremely difficult to define. While there might be many articles on what it takes to be a great leader, none really define it in a way that can be replicated because it is so fluent, changing constantly based on environment and people involved. You will also see the leadership lessons/opportunities that arise in our daily lives. This presentation will broaden one's perception of what leadership is, awaken the understanding of one's own ability to lead and hopefully inspire participants to achieve their leadership potential.

About the Presenter

Bob Bennett served as Chief Learning Officer and VP of HR at FedEx, the world's largest express transportation company with over 150,000 employees in more than 220 countries. His leadership roles in engineering, operations and HR helped create a clear road-map for achieving business success through human capital management. In addition to leading FedEx's Leadership Institute, Bennett integrated all aspects of HR including performance management, talent management, strategic workforce planning, employee climate/engagement, and communications. FedEx's consistent ranking as one of the "World's Most Admired Companies" and the World's Best Multinational Workplaces was a direct result of his leadership. Bob regularly speaks at global conferences and is the author of the book *Leadership Is ... (dot, dot, dot)*. He is an active Board Member of The Salvation Army and Ketch and serves as adviser to prominent training networks.



New and Renewal Members

Thank you!

On behalf of our chapter we want to express our thanks to the people who either joined or renewed their membership during August 2015.

NEW MEMBERS

Rich Calvert
Nicole Duffee
Dale Johnson
Elizabeth Parham
Danielle Riedle
Anne Warman

RENEWAL MEMBERS

Carol Danehower
Jon Veazey

Get Involved with ATD Memphis

Member Recognition

If you are interested in nominating someone for the monthly member spotlight, please email us at marketing@tdmemphis.org with a brief bio and professional headshot. Each month we will select and recognize one member from the local chapter. This is an excellent opportunity to get to know others in the organization and grow your network.

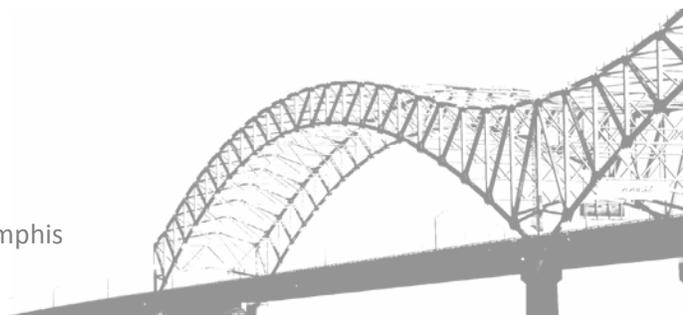
Newsletter

ATD Memphis is searching for training and e-learning professionals to submit articles and reviews for publication in the ATD Newsletter. If interested, send an email to newsletter@tdmemphis.org.

Join the Board

We have vacant positions, Newsletter Chair, Logistics Chair, and Student Relations Chair. Becoming an active ATD Chapter member is the best way to get the most from our Chapter.

Send an email to president@tdmemphis.org if you are interested in getting involved.



You Should Have Been There!

September Event – Jane Bozarth - Using Social Media for Learning/ Creating Engaging eLearning with PowerPoint

Note taker Shelley Baur

What can you do with social media? What problem could this solve?

- Evolving iteration of a particular training
- Instructions, directions, steps of a process
- Pictures (Pinterest). Sees Jane's use for "Positive Deviance" on <https://www.pinterest.com/janebozarth/>
- Giving directions to park, find a room in a building, bathrooms.
- Jane's "Your first day" application that is used for orientation of public school teachers.
- Snapguide.com/guides/change-a-tire-6/ (desktop and ios available, maybe not android yet).
- Photo-based. All tools need to be together in advance. Copy concise, won't let you ramble.
- CEO who rarely pops in on orientation
- Polling or achieving consensus in a group.

Anyone with cell phone that has a camera has fundamental tools for social media. (Consensus in this group -- all employees have them)

Web 2.0 - What is Social Media? Social Media is content that invites and allows others to contribute. Benefits of Social Media?

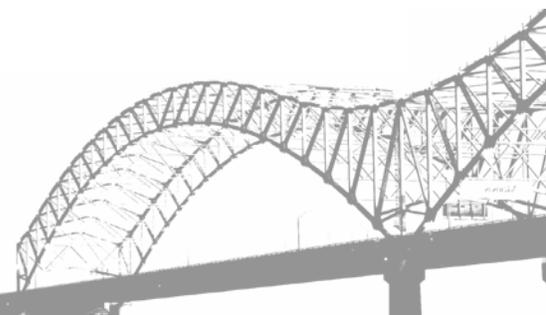
- Social learning; informal learning;
- Relationship-building; Community;
- Knowledge management/transfer
- Sharing ideas particularly with those in the field or not at your site.

Social media vs social learning Demonstration of the learning. The example was the big dog showing the puppy how to learn to walk down stairs. The puppy observed the big dog's demonstration of walking down the steps. The big dog did it several times and puppy finally followed. See, do learning.

What problems is this audience hoping to solve?

Are there formats that are better for engaging participants than others?

- Certified Instructor training (train the trainer) - community where they can talk, share
- How to use social media
- Employees learning online through Google



- JBO: Public, customers, clients Traditional model of workplace training...series of structured events from hired to retired (new hire orientation.... -> ...retirement planning workshop) - stay out of trouble, traditional training turning into on line formats
- Updates, social tools can fill in space between structured events, e.g. Diigo shared board

When blogging was new, perhaps some ranting, writing a manifesto, or promoting hobby, or online diary. Today, most blogs are fairly neutral in emotional content and maintain a reasonable level of decorum.

- Blog IS
- Free, idiot-proof web page
- Pix, links, vids
- Password and moderation
- Post/respond, comments
- Microsoft: Sharepoint (has wiki tool), Yammer, part of MS suite. blogs, wiki

Examples of Blogs

Blog: Web 2.0 Tool to assist new librarian orientation type blog. Very successful: "23 Things" (Charlotte, NC public library system; IT/training collaboration to help librarians serve public on public tool)

Worked with technology one bite size at a time, blog with links, no programming, but with thoughtful design, clear goals (see Jane's Diigo link) 95ish% completion rate. Her format has been successfully copied by others.

Blog tools: Facebook, LI, Twitter, Periscope (especially for non-writers)

For complete notes from the training, go to www.diigo.com/user/jbo27712/SoMe4Trainers.

Click on "Notes from Social Media for Learning Clinic Memphis 9/14/15"



Good Readings for Learning Professionals

5 Sure-Fire Ways to NOT Engage Your Learners

by Swati Karve

Wednesday, August 12, 2015

Maybe you want to ensure that your learners have a nice nap while you are training? Or, perhaps you want to help learners do what they really, really want—that is, have some fun away from the daily grind of work. If so, here are five sure-fire ways to make that happen.

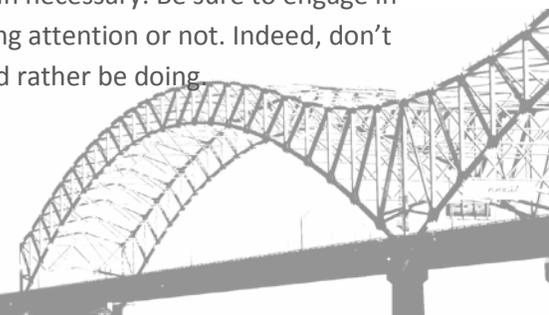
Rule # 1: Don't think too much about activities or other methods of training that have the danger of involving participants more than necessary. Make slides, and lots of them with lots of text. Of course, then you simply READ from your slides—each and every line that you have painstakingly typed up. Don't bother to insert graphics; you may—at the most—use some standard clipart. This will definitely draw a few yawns and induce some much-needed shut eye.

Rule # 2: Keep your voice and pitch as monotone as possible. Indeed, whatever you do, don't modify your tone—lest someone suddenly gets interested. The soporific effect of your voice will be sure to get some folks in the room snoring. It would also help if you look at no one in particular, or look vacantly in the distance as you deliver training.

Rule # 3: Mind your body language. Keep your hands still and body stiff throughout the entire session, and preferably stand in one place to deliver your presentation. Best practice is behind the podium, of course. This will fix you, not just in one place, but also fix you in a state of bliss, where you won't be bothered by participants. In this unique state, participants also can find their own state of bliss—some can wisely use this time to catch up on a good book they've been waiting to read. In fact, if you maintain a stoic aloofness just right, some folks may even open their computers and some “real” work done! In any case, everyone is motivated, right?

Rule # 4: Create an uncomfortable setting. A dull and a dark room with unsuitable seating will allow the learners to engage in whatever they really like doing—anything other than listening to you. Don't go out of your way to ensure good light, proper seating, decent audio, or engaging technology. If you are not bothered by such little things, there's no danger of participants paying attention to what you're saying or showing on the screen.

Rule # 5: Don't involve the participants in any discussion or seek feedback through questions or interactions with them, as there's a danger that the participants may get involved more than necessary. Be sure to engage in one-way communication, and don't bother with whether participants are paying attention or not. Indeed, don't bother to manage your learners at all. Let them engage in whatever they would rather be doing.



Bottom Line

It goes without saying that you should forget all the pesky issues, such as learning objectives and outcomes, and don't be bothered too much with obtaining and feedback or evaluation.

These are some very simple rules that will ensure a smooth session for both you and your learners. What's more, because your session will have a "Learners Do Whatever They Want" quality, word will spread and participants will be greatly motivated to attend more sessions. You may just become one of the most popular trainers in your organization! However, a word of caution: Be prepared for a career change if you find yourself too popular.

Disclaimer: I don't really mean any of this, of course. Sadly, I see too many fellow L&D professionals following these rules—and wasting precious learning time and effort. To learn a better way to engage learners, join me for Essentials of Managing Challenging Classroom Behaviors, starting September 2, 2015.

Author: Swati Karve

Dr. Swati Karve has twenty years of experience in instructional design and facilitation. She has conducted training programs for many organizations both- for profits, non- profits for all levels of employees including senior management. She also has designed and facilitated Train the Trainer programs. She has contributed to various ASTD publications, and writes blogs for the ASTD L&D community of practice. Her most recent publication was an Info-line "Planning and Organizing Training Events" published in August 2013. She serves on the board of the Greater Detroit Chapter of ASTD. She also has been teaching courses in Psychology and Management for last twenty years for Undergraduate and Graduate students in India and US. She has her own consulting firm- Arcturus Global Consulting, and lives and works in Troy, MI.

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

