
Message From the President

Recap from ASTD ICE

WOW. What a whirlwind of activity and fun! At the end of this month's letter, I will recap each of the sessions I attended (fortunately, it is an e-newsletter and there is virtually unlimited space). But before I do, I just wanted to say, getting to attend ASTD ICE as a chapter president is one of the best perks of the job. All the chapter leaders were treated to special events and a special chapter leader's hospitality room. Maybe I'm not supposed to advertise the perks, but it is definitely one of the many reasons to become an active member of the chapter, join the board, and work your way up to chapter president.



While in Dallas, I was able to network with several movers and shakers within the L&D community and hear presentations from some of the names in the field, including Sir Ken Richardson. Hopefully, I will be able to bring a few of those big names here to speak at our local chapter meetings. I also saw several members from Hilton. They won a big award for their promotion of the CPLP certification. The exhibitor hall was overwhelming in size and number of exhibitors.

Sunday morning was spent in a Chapter Leader Networking Event. We were able to share ideas on how to build the chapter, create memorable events, and learn what other chapters were doing to add more value to local membership.

Making the Business Case for Training and Training Transfer: Andrew Jefferson and Roy Pollack of the 6Ds company talked about the need for learning professionals to be thought of as “business partners” with the companies for which they work. One of the main lessons from the session included: training doesn't equal results – transfer does. If you send learners through a training program once or a dozen times, if the lesson doesn't transfer, behavior won't change and the program will be a failure. Ensuring learning transfer is key to achieving business results. The 6Ds® are the six disciplines practiced by effective learning organizations: D1: Define Business Outcomes; D2: Design the Complete Experience; D3: Deliver for Application; D4: Drive Learning Transfer; D5: Deploy Performance Support; D6: Document Results.

Eliminating Drama From Your Life, Your Team, and Your Organization: Charlie Sheppard gave an informative and entertaining presentation about creating a drama-free culture. One interesting thought point was that management is not the opposite of leadership; drama is. Charlie has documented how to change organizational culture in his comically titled book *Save Your Drama for Your Mama*.

Getting a ROI on Your ROI Process: An Introduction to the Human Capital Analytics Ecosystem: Patti Phillips of the ROI institute and Rebecca with The Conference Board showed



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the crowd several ways to calculate L&D return on investment. Interesting thought point: estimated ROI is the estimated maximum benefit to the company assuming everything goes according to plan. Don't be afraid to include an estimated ROI in a training proposal for fear that the actual number will be lower than the estimated ROI. In most cases, the final number will be less. But as long as the training created value for the company, then the investment is still worthwhile.

Key note from Sir Ken Robinson: If you have seen any of his TED Talks, you know what an innovative thinker he is. Sir Robinson craftily entertained the audience with stories about the Blue Man Group, tales of Vegas show girl, and meeting the Dalai Lama and tied them all together while educating the audience on how discovering your talents and passions will transform your life.

The Neuroscience of Growing Talent: David Rock taught the audience basic principles of neuroscience that affect learning and development.

Disney's Approach to Customer Service: Stu Levine, a former animal trainer, gave one of my favorite presentations during the conference. The room was packed to capacity and I later heard many attendees were turned away. There is truly something magical about the way Disney delivers leadership training.

Fierce Confrontation: Marie Tjernlund introduced a new confrontation model that enriches relationships while effectively addressing behavior and performance issues.

Change Management: It's Not About Training, It's About Influence: Joseph Grenny of Vital Smarts gave a compelling presentation that made me want to buy the book *Influencer*. If you participated in last year's ASTD Memphis professional development book discussion for *Change Anything*, you would be familiar with the concepts presented in this session. It was a real treat to have one of the books four authors give the presentation.

Leadership Performance...Because Development Is Not the Goal: Presented by Mason Holloway of Beacon Associates, this session discussed a framework for developing a step-by-step approach to performance-based leadership development.

Game-Based E-Learning: Learning Transfer & ROI Results: Bryan Austin gave some great tips to adding games to learning events.

Interactivity, Games, and Gameification: A Research-Based Approach to Engaging Learners Through Games: Karl Kapp discussed concepts of gameification and discussed findings from research why game-based learning is effective.

Creative Training Techniques: The Proven Alternative to Lecture-Based Training: This was my first time to see the iconic Bob Pike in person. I have read several articles by Bob and I

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know he has been a staple at ICE. In 90 minutes, he proved to be everything he is advertised. I walked away with solid tips to improve my facilitation techniques.

If you are still reading this recap, thanks. There were even more events than I have mentioned and choosing to attend one session meant missing another equally compelling session.

Sincerely,

Steven Aronson
2013 Chapter president

PS – The Board voted to reach out to St. Jude as part of community outreach effort. Thanks for all those who provided suggestions.

CTI Job Posting

CTI is seeking a **3D animator!**

For more details and to apply, check out the link below.

<http://www.cti-crm.com/cti-employment/3d-animator/>



Upcoming ASTD Memphis Events

June 11 – CPLP Certification: Are You Ready?

Date: Tuesday, June 11, 2013

Presenter: Jacqueline Dutsch, Program Manager
Hilton Worldwide University

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

Time: 11:30 a.m. – 1:00 p.m.

During this interactive session you will develop strategies and discover available tools to:

- determine your readiness for the CPLP
- prepare for the CPLP exam
- select and complete a project
- identify the value of CPLP certification

You will have an opportunity to ask questions of our panelists who have recently earned their CPLP.

For more information on Jacqueline's upcoming presentation, visit www.astdmemphis.org.

July 9 – Millennials in the Workplace

Date: Tuesday, July 9, 2013

Presenter: Debbie Adams,
Manager of Enterprise Learning Services
International Paper

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

Time: 11:30 a.m. – 1:00 p.m.

Many businesses are either planning on how to prepare for or struggling to keep pace with a new generation of young people entering the workforce. This new generation has very different attitudes and desires than employees over the past few decades. What is a Millennial? Why is everyone making such a big deal about Millennials? How are they different from the Gen X and Gen Y's? What are the roadblocks for organizations? What do we do about it? Many businesses are either planning on how to prepare for or struggling to keep pace with a new generation of young people entering the workforce. This new generation has very different attitudes and desires than employees over the past few decades.

For more information on Debbie's upcoming presentation, visit www.astdmemphis.org.

Thank You New and Renewal Members!

On behalf of the Chapter, we want to express our thanks to the people who joined or renewed their membership during May 2013:

NEW

Pam Grabeel
American Association for
Laboratory Animal Science

Caleb Shepard
DeSoto County Schools

Kathy Tuberville
University of Memphis

RENEWAL

Nancy Rumsey
Walgreens

Dickmar Tejada
MLGW

Joey Weaver
CTI

Andrea Winsett



plus
ASTD National Membership
equals

**POWER
MEMBER**
chapter & national

Become a Power Member!

Did you know, as a member of ASTD Memphis, you receive a discounted ASTD National membership rate? Here's how:

1. Visit store.astd.org.
2. Select National Membership.
3. Enter the Chapter ChIP code (CH4110) to receive the \$179 rate.

For more information, visit www.astd.org/powermember.

Join or renew now at
www.astd.org/powermember

Member Spotlight: Meet One of our ASTD Memphis Members!

Mary Anne McCraw

Mary Anne McCraw, a native Memphian, is a recent graduate in the master's program in Instructional Design and Technology (IDT) at University of Memphis, where she was manager of the IDT Consulting Studio.

Her background is in health care, web publishing and marketing, and nursing education. She also worked in several hospital clinical arenas and was editor of an online health magazine for a large regional health care system. She loves working in team-oriented settings and her goals are to work with training and online education.



She is on the University of Memphis College of Arts and Sciences Alumni Board and the American Association of Advertising Memphis chapter, as well as the ASTD board, and works and volunteers at Baptist Memorial Hospital for Women.

Mary is interested in all things creative and is an accomplished artist in watercolor, oil portraits and medical illustration. She loves hiking in the Rockies and ballet. Her most recent learning adventure is studying the violin.

May Luncheon: You Should've Been There!

eLearning Solutions: Tools and Best Practices

May's speaker was Tracy Morrison, Senior Director of Operations at Orgwide Services. Tracy is responsible for leading the firm's production teams in the planning, development, and delivery of client products and services. Before taking on the role of Senior Director, Tracy served as the Manager of Learning and Development at Orgwide and has led the team in the design and development of hundreds of eLearning, instructor-led, virtual instructor-led, and blended training initiatives for clients spanning over 70 organizations and 16 industries.



Tracy's presentation covered a number of topics on eLearning tools and best practices. What are some of the best eLearning authoring tools available? There are a number of considerations when choosing tools. Who is your audience? Do you have to meet SCORM compliance? Is bandwidth an issue? How do you plan to deliver the training? While Adobe Flash is a powerful tool especially when designing interactive animations, it requires some programming knowledge. If you're not a programming guru, Tracy suggests using Articulate Studio 9 and the add-on Articulate Presenter, along with Articulate Storyline which has a lot of powerful tools that can create a lot of the same animations and interactions like Flash. Adobe Captivate is another popular tool in the eLearning industry. Camtasia, the screen-capturing program, is also a piece of software Tracy regularly uses and recommends. Tracy's advice when using authoring software is to leverage the training support provided by the software companies. Take advantage of the free trials offered by most software companies as well.

So, how do you "replace" the valued facilitation and group discussion you have in instructor-led courses? Tracy suggests to look for opportunities to use a narrator in your training – let the narrator "tell" the story. Use social media tools that will let your learners collaborate. Think about the common elements of storytelling when developing your eLearning. Doing so will also make your training more engaging for your audience. Also, consider the multimedia you can include such as videos; these elements can be very powerful for your students.

What other options can you consider if you bandwidth is an issue and you can't include videos due to the large file size? Tracy suggests the use of graphics and even cartoon/comic strips with



May Luncheon: You Should've Been There!

text callouts to “tell” a story (see <http://www.nuggethead.net/>). Storyline and Captivate 6 have a nice library of photographs and cartoon characters you can utilize for these purposes too.

Tracy covered a number of additional eLearning topics such as utilizing the Ken Burns effect in telling stories, storyboarding, rapid prototyping, and publishing to mobile devices. Many thanks to Tracy for sharing her knowledge and expertise in the field of eLearning!