

OrangeSpiel

The newsletter of the Orange County Chapter of the American Society for Training and Development
Volume 32 Number 3 Summer 2004

President's Message



Learning Leaders R Us By Bill Dutting

The term "Learning Leader" was first introduced to me at last year's ALC conference during a wonderful, inspiring presentation by Pat Krull of Toys "R" Us, Inc. I hope that Pat will please excuse the title of this article!

I went to Google and typed in "Learning Leaders" just to see what was out there. Of course, Google complied with 10,100 instances. (How do they know this??)

The first site I browsed is called **Flexible Learning Leaders**, <http://www.flexiblelearning.net.au/leaders/> an Australian group offering this definition: "Flexible Learning Leaders are funded to increase their skills and leadership to **enable change** in education and training. They form a national network. The network aims to expand flexible learning – that is, to meet client needs by **expanding choices** on what, when, where and how people learn."

They offer **Knowledge Tree - the e-journal in Flexible Learning** designed to provide a platform for sharing new ideas in flexible learning and leadership, keep learning leaders and practitioners up to date, promote the practice of flexible learning and leadership, and facilitate flexible learning leader networking on a national and international basis. Wow!

After a short review of some back issues, I was quickly learning many new and exciting techniques. I was also able to read a great article on design of

eLearning for the sight impaired and pass the link along to a colleague doing work in this area.

Did you know there is a Yahoo! discussion group for **eLearning Leaders**? I have been a subscriber to several groups over the years, including the Training and Development group, the ODNNet group, and the Performance Management group. These groups are made up of Learning Leaders Internationally that are willing to share tons of insights and information. If you subscribe, use the daily digest format to minimize the number of daily emails invading your desktop!

The next link brought me to the **Chief Learning Officer (CLO)** site and an article titled "Learning Leaders Collaborate Through LearnShare," which is a consortium of 27 Fortune 500 companies sharing best practices and research, saving money, as well as developing a shared Learning Management System (LMS)! Who would have thought that in today's competitive world this would happen? I think most of us already recognize the CLO site as the icon for state-of-the-art learning media.

Learning Leaders seems to be a major strategy in our educational systems as well. There are dozens of sites including Pre-K through Post Graduate references. I am reminded of the story of a first grade teacher in Hawaii, who had written on the blackboard 2 words: "Problem" and "Solutions." Imagine, learning in first grade that for any given problem there are many possible solutions.

Even the U. S. Government is

Inside

2004 Leadership Index	2
Feed the Mind & Heart	3
Jobless Claims Up, Am I Next?	4
A New Look at Mid Career	5
Rythm, Entrainment, & You	6
7 Ways To Learn Anything Faster	7
Better Than a Resume	8
Find A Trainer	9
Turning SME's Into Trainers	10
Human Performance (HPI)	11
Chapter Announcements	11
Special Interest Groups	12

Continued on page 3

2004 LEADERSHIP INDEX

<p>President Bill Dutting 909-303-6800 • president@astdoc.org</p> <p>President Elect Geri Girardin 949-595-0280 • presidentelect@astdoc.org</p> <p>Past President Tom Porter 949-250-9541 • pastpresident@astdoc.org</p> <p>Chief Financial Officer Sheri Long 949-786-1010 • cfo@astdoc.org</p> <p>Secretary Linda Kulp 714-744-0461 • secretary@astdoc.org</p> <p>Communications Vice President Mary Sause 949-679-5593 • vpcommunications@astdoc.org</p> <p>e-Communications Manager Steven Belisle 562-596-7882 • enews@astdoc.org</p> <p>OrangeSpiel Manager Susan Boster 949-387-2279 • getpublished@astdoc.org</p>	<p>Jobs Coordinator Barbara Hubert 949-713-6548 • jobs@astdoc.org</p> <p>RFP List Coordinator Cheryl Wyrick 909-869-2431 • rfp@astdoc.org</p> <p>Member Operations Vice President Vera Michaels 562-425-3593 • vpmembership@astdoc.org</p> <p>Membership Manager Jennifer Shirkani 949-388-6764 • join@astdoc.org</p> <p>Member Involvement Coordinator Jaki Scarcello 310-374-3519 • getinvolved@astdoc.org</p> <p>Marketing Vice President Denise Klomp 714-342-9733 • vpmarketing@astdoc.org</p> <p>Public Relations Manager Geraldine Sbragia 949-290-8343 • gsbragia@hotmail.com</p> <p>Corporate Sponsorship Managers Ray Johnson 949-874-1434 Phyllis Ritner 949-376-5724 • advertise@astdoc.org</p>	<p>Professional Development Vice President Mary Merritt 562-424-3225 • vpprofessionaldev@astdoc.org</p> <p>Program Managers Linda Rudolph 949-725-2510 Sangeeta Gupta 714-374-5212 • events@astdoc.org</p> <p>Professional Development Manager, SIGs Tara Marvin 949-307-5015 • sigs@astdoc.org</p>
---	---	--



7/28/2004

MONTHLY LEARNING EVENT

Holly Burkett "Dispelling the Myths and Fears of ROI Implementation": A Barrier Buster Roadmap
11 AM - 1 PM • Turnip Rose, 300 S. Flower, Orange, CA
(714) 978-7021

8/25/2004

MONTHLY LEARNING EVENT

Al Switzler "Getting Unstuck: Identifying and Stepping Up To Crucial Conversations"
11 AM - 1 PM • Turnip Rose, 300 S. Flower, Orange, CA
(714) 978-7021

9/22/2004

MONTHLY LEARNING EVENT

Vendor Fair
11 AM - 1 PM • Turnip Rose, 300 S. Flower, Orange, CA
(714) 978-7021

10/27/2004

MONTHLY LEARNING EVENT

Dr. Maryam Malek
"Emotional Intelligence In The Workplace"
11 AM - 1 PM • Turnip Rose, 300 S. Flower, Orange, CA
(714) 978-7021

11/17/2004

ASTD-OC joint LEARNING EVENT with PIHRA Leadership Development

11 AM - 1 PM • Turnip Rose, 300 S. Flower, Orange, CA
(714) 978-7021

12/15/2004

ASTD-OC MONTHLY LEARNING EVENT

Death by Chocolate
11 AM - 1 PM • Turnip Rose, 300 S. Flower, Orange, CA
(714) 978-7021

Orange County Chapter

9852 W. Katella Avenue, #187
Anaheim, CA 92804



Phone: 714.527.4785
Fax: 714.527.4210
Email: office@astdoc.org
Website: www.astdoc.org

Learning Events held monthly. Information is available in the Orangespiel and at www.astdoc.org. ASTD-OC presents topics pertinent to maximizing human potential. Guests welcome!

Change of Address: If you have a new address, please send your changes to the ASTD-OC office.
All changes must be received in writing.

Membership Information

New Member: \$120 (\$100 dues + \$20 one-time processing fee)
Renewal: \$100 annually
Student: \$65 annually (Must prove current full time status. Exempt from processing fee.)

Company: \$350 (+ \$20 one-time processing fee)

Checks, money order, Visa, MasterCard and American Express are accepted as payment.

ASTD is committed to maximizing human potential. In the spirit of diversity and in accordance with state and federal guidelines, the Society supports the principles of equal opportunity.

Feed the Mind and the Heart

ASTD-OC cares about you and your success. In this article Geri Girardin 2004 ASTD-OC President Elect shares the incredible rewards and benefits of attending the monthly meetings. Following is a bird's eye view of the speakers who have graced the stage at these events, over the last five months.

As Trainers, OD Consultants, and Communicators, we have an obligation to fill ourselves up – our minds, our hearts and our awareness – for the benefit of our customers, clients and stakeholders. We should be in a continual state of grazing for recommendations, stories, and insights that will help us be the most effective that we can be. One easy way to do that is to attend the ASTD-OC monthly Learning Events.

At our January Learning Event, *Ray Birch* revealed trends over the past two decades showing that leadership has become popularized as the cure for the ills of business. The term management has developed a bad rap, and Ray suggested that the training field is neglecting the middle manager. Ray focused on these key points:

1. Why the glamour of leadership
2. The value of good management,
3. The fundamental skills of management
4. Management as a business system,
5. Our role and responsibility in improving managerial performance.

Participants benefited by getting a glimpse about how to better balance leadership and management in their respective organizations and in thoughtful dialogue about how to better assess their current management training.

Geri Lopker helped us remember, during our February Learning Event, that it is performance, not training, that is ultimately important. Participants were provided with an overview of the Human Performance Improvement (HPI) model, offered opportunities to apply the model to a project, and

received a job aid to help transition to performance consulting. Participants learned how to apply the human performance improvement model to client requests for training.

Dr. Sue Teele reminded us during our March Learning Event that, while all individuals can learn and succeed, not all learn in the same way and not on the same day. The role that multiple intelligences play in providing training, in development, and in the business world was examined. Linguistic individuals have highly developed auditory skills; Logical-mathematical individuals learn best when information is presented in an orderly, logical, systematic way; Spatial individuals think in images and pictures; Musical individuals prefer listening to music when working; Bodily-kinesthetic individuals tend to respond best to hands-on-learning experiences; Intrapersonal individuals are aware of their own strengths, weaknesses and inner feelings; Interpersonal individuals learn best by relating and participating in cooperative/collaborative group environments.

Our April Learning Event presenter, *Susan Gerke* reinforced that remote work – enabled by technology and driven by mergers, work-at-home and the global nature of organizations – is a way of life today. Whether you are a leader or an individual contributor, you are probably accomplishing work by interacting with someone who works in a different location. By being deliberate about how you work remotely, you can be as effective as you can when working in a co-located fashion. During this interactive session, participants focused on the key areas one needs to focus on to be successful working remotely –

1. Building relationships (this doesn't happen casually in the remote environment)
2. Empowering others
3. Effectively measuring performance

ASTD-OC partnered with NHRA

to bring *Michael Josephson* to our members for the May Learning Event. Mr. Josephson has assisted elected officials, editors, jurists, military and police command officers, and executives at the nation's largest corporations, nonprofit organizations and government agencies. Through the Institute that Mr. Josephson founded CHARACTER COUNTS! the nation's leading character education system promotes a common language of core values called the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring, and citizenship.

ASTD-OC cares about you and your success. Go to www.astdoc.org to learn about future monthly Learning Events. Click on Events Calendar. See you at the next Learning Event!

Geri Girardin MAOL
2004 President Elect ASTD-OC
www.astdoc.org
949.595.0280
PresidentElect@astdoc.org

President's Message

Continued from page 1

involved with a complete curriculum for developing Learning Leaders at http://register.grad.usda.gov/programs_services/lda/olcc.cfm (this doesn't work – url needs to be updated)

So many resources, so little time! I have only 10,096 sites left to browse, but I'm sure I can complete the task by Friday. As you can see, there are more than enough models for Learning Leaders to follow. Buckminster Fuller once said "You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete." I think that describes the true mission of Learning Leaders. I think that is exactly what Pat Krull has managed to do at Toys "R" Us, Inc.

Jobless Claims Up, Am I Next?

Tom Porter, Past-President of ASTD-OC and VP Business Development of Lee Hecht Harrison discusses how to be at the top of your game in the event of job changing situation.

The simple truth, probably! The latest statistics show that people are now changing jobs either voluntarily, or involuntarily, every five years or less. In addition, the pace of changing jobs is accelerating. Therefore, the odds are very good that you will not be in your current position in the next 3-5 years.

(OH NO, the sky is falling, the sky is falling.)

Wait a minute, how is this any different from a manager running into your office with a "training problem" they need fixed **right now**? After the manager is breathing at a regular rate again, you start to ask questions, do a mini-needs analysis, and try to get to the bottom of the issues. Of course, you make every effort to help: this is what you live for; to solve problems, help people realize potential, and to make the company more productive and profitable. It is no different, except that it is now "personal."

When was the last time you stood in front of the mirror and asked the training manager staring back at you



for help with this critical problem? The problem: "My department is being downsized, or maybe even moved over-shore, and eliminated entirely and now I have to train my own replacements. I need to demonstrate the value of the training department."

What are the trainer's possible solutions?

- You have no problem; you are imagining everything.
- Quit now and run as fast as you can before the ship sinks.
- Stay the course; surely, management will come to their senses.
- Hire a consultant or coach to assist you.

In facilitating the Career Management SIG meeting each month, I hear

stories similar to this one all the time. It boils down to this: the American workforce is quickly feeling the first adjustments of market globalization. The financial markets discovered this situation years ago, as money flows with the various stock market openings and closings around the globe 24/7. The workforce will become a "free agent nation," especially people (like trainers) that have highly transferable skills. Could you train this, YEP! Train that, YEP! Train that, no but I know someone who can, so YEP!

As trainers, we can do it all, or know of someone who can. We are valuable resources and need to market ourselves that way.

What can you do about the workforce changes? Be prepared! When was the last time you conducted a skills and personal needs assessment for YOU? How do your skills stack up to the markets' current needs? Where is your resume and when was the last time it was updated?

Need help? Join us at the next Career Management SIG meeting that meets the Second Tuesday of the month; check www.ASTDORC.org for more details.

Tom Porter
949-250-9541 ext. 301
PastPresident@astdoc.org

CONVERGENCE
MAXIMIZING HUMAN POTENTIAL
IN ORGANIZATIONS

Presented by
16types
COM

OCTOBER 14-16, 2004 • LA JOLLA, CALIFORNIA

*** CONFERENCE PRICE — \$599 ***

Early Bird Offer (Save \$150) — Register before August 6 — \$449

A PROFESSIONAL DEVELOPMENT CONFERENCE FOR PERSONALITY TYPE PRACTITIONERS

Limited capacity. Register now to ensure attendance.

<http://www.16types.com/conference/>

TRAINING & COACHING
ASSESSMENTS THAT WORK!

<ul style="list-style-type: none"> ▲ Personal Profile (DiSC)® ▲ Team Dimensions® ▲ Leadership Dimensions® 	<ul style="list-style-type: none"> ▲ Time Mastery Profile® ▲ Discovering Diversity® ▲ Personal Listening®
--	--

● Personal Profile (DiSC)® Certification Training ●

Call (800) 779-8079 or see www.CragarOdet.com

The Cragar Odet Co.

Want to be an Inscape Publishing Distributor?

A New Look at Mid-Career Realities

Planning for your retirement? Helen Scully, Nationally Certified Career Counselor, takes a look at the mid-career years, and provides tips for successfully navigating through them. In November of 2003, Helen spoke at our monthly meeting.

Has there been a shift in your career perspective lately? Not more than a year or two ago, you might have been contemplating an early retirement. Like so many satisfied investors, you had been counting the days to financial independence. Just a few more years on the job and you could escape the grind. But now all that has changed.

Financial analysts predict that the recent stock market decline will require the average investor to work seven more years to comfortably retire. The shift back to a focus on career, or to generating some form of income, can be wrenching. But, there are several demographic trends on the horizon that may enhance your future career opportunities.

The first emerging opportunity for all workers is an extended life span. Statistics from the National Institute of Health indicate that you will likely live (and perhaps work) well into your 80's or 90's. From a career planning perspective, the extension of life span is a substantial opportunity. You don't have to worry that you are running out of time and it is not too late to start all over.

As you revel in the gift of time, consider the second demographic trend that is likely to enhance your career opportunities. For the first time in recorded history, we are facing a declining global birth rate in developed countries. Traditionally, U.S. employers have relied on a steadily growing population, producing a stream of younger workers to replace older workers. Soon this predictable resource will be shrinking (unless we are hit with a massive immigration).

Many employers are already facing

a tidal wave of boomer retirements. Add a shrinking pool of younger workers and you have a formula for serious talent shortages. It is logical to anticipate a new attitude towards mature workers. Today, we live with age discrimination, golden handshakes and outdated notions about the capabilities of older workers. But this will change, when employers cannot recruit the talent they need.

The exodus will diminish the reservoir of institutional knowledge and weaken the leadership teams within organizations. Once the pain gets significant, it is likely that employers will start implementing more flexible work hours, returned retiree programs and creative part-time work opportunities. This evolution is likely to open many doors to mature workers who want to deepen their career satisfaction.

The cumulative effective of longer life spans, talent shortages and enlightened, older workers is potentially revolutionary. "Retirement" is going to be re-invented and employers are going to be motivated to create appealing options for you.

The key is to plan your future, rather than waiting for whatever life delivers. The dominant feature in a successful career, at any age, is a clear connection between your passionate interests, your strongest skills and your career choices. Understanding what you are good at, how you learn, how you lead and what you can contribute is a good starting place. Don't wait, take action now to enrich your career and make the most of your potential.

Tips for the Mid-Career Years:

Check your attitude

If you think of your job as a necessary evil or are you just going through the motions each day, you are inviting a form of career depression that could bring on illness or cause you to be first on the layoff list. As difficult as it may be, you must keep striving towards ways to make your work rewarding.

Get a firm understanding of your marketability

Take stock of your talent profile and do it now. Identify both your natural strengths (the ones you were born with) and your accumulated knowledge and experience. Complete a self-assessment and analyze the results. Visit www.ElevateYourCareer.com to access a top notch, comprehensive career assessment called Elevations®.

Be "job search" ready

Understanding how to secure employment is a smart move. Connect with your professional network and update your resume. Be sure you understand how to shine in an interview and negotiate for a competitive compensation package.

Don't hide under a rock

The labor market is volatile and is likely to become more so. Your best bet is to become the master of your career. If you are burnt out, be willing to move to a new position, or even a new career. Be technically and functionally current in your field. Take courses to build your skills base. If you are resistant to making changes, you reduce your marketability.

Integrate fun into your career

Yes, you got it; you are going to be working longer than you thought! Thinking that the fun will start when you retire is a flawed notion. You need to learn how to enjoy your life while you work. The successful twenty-first century professional works reasonable hours, takes vacations and stays healthy. Remember, your career pays for everything else, so take care of yourself so you can continue to generate.

Helen M. Scully, NCCC

(Nationally Certified Career Counselor)

Scully Career Associates, Inc.

916-443-8225

Helen@scullycareerassociates.com

Rhythm, Entrainment and You

Lub dub. Lub dub. Lub dub.

In her article on the rhythms of life, Debbie Barnett of Rhythm Journey™ Drum Circles explains why, when you are out of rhythm with those around you and/or your environment, you are off your game. Learn why your energy gets bogged down in minor grievances, people work against you rather than for you, your stress level rises accordingly, causing physical and mental imbalance, and your business, personal, and community life is affected.

It all begins with the heartbeat. Since conception, we are inescapably linked to the rhythm of our mother's heart, the pulse of her blood, and the rise and fall of her breath.

We are rhythmical beings living in a rhythmical world. There's a rhythm to our walk, our talk, our daily routines, and our relationships. We can intentionally "tune in" to these rhythms and use them to our advantage. That's where entrainment comes in.

Entrainment

Entrainment is a natural phenomenon in which vibrating systems lock into harmonic relationship when in close proximity. It's the coordination of temporally structured events through interaction.

The entrainment phenomenon affects everything from the fast frequency oscillations of brain waves to the behavior of inorganic materials and systems. Pendulums in a clock shop will eventually entrain and swing together. Women's monthly cycles will entrain when living or working closely together. Why is this so?

Very simply, nature prizes efficiency. It's more efficient to create resonance and entrain on the same wavelength. If nature strives for harmony, we should, too.

Entrainment, or lack of it, affects everything you do. When you are out of rhythm with those around you and/or your environment, you are off your game. Your energy gets bogged down in minor grievances. People work against you rather than for you. Your stress level rises accordingly, causing physical and mental imbalance. Your business, personal, and community life is affected.



How To Entrain

1. Group drumming and percussion is the basic form of musical activity. Everyone can do it, regardless of musical skill or talent. Playing along to a rhythm is an easy way to entrain a group.
2. Sharing a group vision, goal or intention. People need to feel that they belong and are contributing to a group effort. Entrainment creates a flow state in which productivity and creativity rise considerably.
3. Play music before, during, or after a training session or meeting. Music is

the universal language. Entrainment causes people to tap their toes, sway from side to side, bob their head, hum and sing along. Be sure to check with BMI, ASCAP, or the artist prior to using music publicly.

4. Highlight humor in your interactions. Lightheartedness and an easygoing manner go a long way to making people feel at ease and willing to match your rhythm.

When To Use Entrainment

- Students learn and retain more when entrained with the facilitator/trainer/coach;
- Gaining C-Level's approval for training, assessment or consulting programs;
- To help maintain life balance;
- For relationship building, the key to well-run organizations; and
- When feeling stressed and out of sorts

Tune into your own heartbeat. Feel its rhythm within you. Then tune into the rhythms of your associates, friends and family. When you do, you'll be entrained with the rhythm of the universe! Lub dub. Lub dub. Lub dub.

Debbie Barnett is Business Manager for Rhythm Journey™ Drum Circles. The Team Rhythms™ program specializes in bringing powerful team building experiences to organizations such as Toyota and Raytheon's Six Sigma training. To learn more about rhythm, entrainment, and their related benefits, visit www.RhythmJourney.com, or e-mail Debbie@RhythmJourney.com.

7 Fun Ways to Learn Anything Faster

Mary Merritt has worked in the healthcare field as an educator/trainer for the past 16 years. She teaches other trainers and schoolteachers how to conduct their training using accelerated learning techniques. In this article, she discusses techniques to engage all types of learners into a fun learning environment. Mary is also the VP of Professional Development for ASTD-OC.

Traditional learning methods just don't work for many of us. The typical "school" method of learning, using reading and lecture, is not the optimal way of transferring knowledge. Here are 7 fun ways to accelerate your learning:

1. Move your body. We typically expect learners to be serious, sitting-still, focused, not talking, not fidgeting, and certainly not wandering around. In reality, many of us learn best when we are moving our bodies. Research has shown that most of us learn better and faster when our bodies are in motion.

So move your body! Read while walking around the room. Ride a stationary bike while you read. Go for a run and listen to a lesson on your walkman. Instead of using the typical size flashcards, make them large and scatter them on the floor. Then, you have to move your body to gather them, match them up, or categorize them.

2. Talk about it. Again, we typically expect learners to be quiet. Can't you just hear the teacher saying, "no talking in class," "don't visit with your neighbor," or "you should be studying quietly!" Sure, there has to be some classroom management, but the person doing the most talking is the one doing the most learning!

When you are in a learning situation, talk about it. Explain it to someone else. Get into a discussion on the topic. Interview an expert. Use a "success group" (previously known as a study group), to brainstorm the uses for the information. Saying it out-loud or teaching it is a sure-fire way to learn it.

3. Associate images with words. Our brains are image processors, not word processors. We think in pictures. We remember images far better than words. And we remember absurd pictures even better than pictures that make sense. So, diagram what you are learning. It doesn't matter if you draw well. You are the only one who has to recognize what it is. Or, use clip art to put pictures with the topics. And make them goofy. We are sure to remember an image of a pink elephant reciting a list of three things better than an image of a teacher saying three things.

4. Use color. Regardless if it's words or images, introduce color. Make your diagrams in multiple colors. Use a different color for each main idea. Create colorful pictures depicting a chapter or section of your reading. Use a variety of colored and/or patterned paper for taking notes and making drawings.

5. Occupy your hands. Some of us are very tactile learners, meaning we take in information best when we are touching, feeling, and really experiencing something. If you are the type who throws out the instructions and just wants to fiddle and tinker with something, you are probably a tactile learner. For tactile learners, keeping the hands busy is an important component of learning. Hands-on learning is best, but when you need to listen to a lecture or lesson, have things around to play with: pipe cleaners, a slinky,

little puzzles, silly putty, etc. Contrary to how it make look, by keeping your hands busy, you are "getting" the information far better than if you just sat and listened.

6. Use repetition, but in a variety of ways. Repetition is a key to learning. However, just reviewing and reviewing in the same exact way is boring and probably just isn't going to happen too many times. So, make it different. Make it interesting. Make flashcards. Draw it out in a diagram. Make up a story or song with all the information in it (remember, the more silly or absurd the better). Act it out. Pretend it's a speech you're giving. Teach it to the dog (he'll probably humor you). Turn it into a game. Give yourself a jelly bean each time you get it right. Use repetition, but make it fun.

7. Take lots of breaks & get some exercise during your break. The ratio for learning time to break time is about every 20 – 50 minutes for adults, and about 7 – 10 minutes for children. Now before you say, "hey, I don't have time to take that many breaks," listen to this: not every break has to be time away from learning, nor does it have to be very long. It just means we have to get up, move around, maybe switch subjects, get some air, rest the mind, give the eyes something else to look at. It only has to be a one-minute break, but you will be able to better concentrate and learn if you follow this ratio.

Just following these seven steps will make a huge difference in how quickly you can learn things, how long you'll be able to retain the information, and how much fun you can have doing it.

Mary Merritt
(562) 810-5538
VPProfessionalDev@astdoc.org

Better Than a Resume

In her session at past Career SIG meeting, Denise Greenstein, Past ASTD-OC VP of Marketing, spoke about an innovative way to get visibility, position yourself as an expert, help someone, offer solutions, get your ideal position, and tap into the “hidden” market. Following are the keys steps in this creative technique.

The keys to a successful job search or self-promotion have always included knowing what you have to offer, getting in front of the hiring authority and being the best-liked candidate. Here is an innovative way to get visibility, position yourself as an expert, help someone, offer solutions, get your ideal position, and tap into the “hidden” market (where the best positions or assignments are often created specifically for you.) Intrigued? I hope so.

Now I am not advocating ditching your resume, but I am saying resumes alone are not good enough anymore. Most are boring or predictable. We need something more creative to get noticed.

Jack Chapman author of “*How to Negotiate a \$1000 a Minute*” has used the Special Report method, with over 80 clients. It is an amazing marketing tool. According to Chapman, this technique has garnered superior overall results and is perfect for setting up networking conversations, face-to-face meetings, discussions about future opportunities, or to establish your credentials early on in the process.

What is it exactly? Every professional has knowledge, wisdom and talent they could share to help

an organization run better, easier, faster, more efficiently, less wasteful, more profitable, etc. All it takes is an idea. Look at some of the hottest best sellers — “Go Fish,” “Who Moved My Cheese,” “The One Minute Manager,” and “7 Habits of Highly Effective People.” Each expresses a simple way to improve things. A Special Report is a document describing some thoughtful, but essential how-to information that can provide value to an organization.

Seven reasons why it works:

- 1) Emphasizes your contributions
- 2) Positions you as an expert
- 3) Attention-getter that is easy to read
- 4) Offers valuable data
- 5) Gives credible evidence/opinions
- 6) Speaks to your audience in their language
- 7) Provides immediate specific organizational benefits the reader can implement right now.

Five key elements:

- 1) A benefit-oriented title that grabs the readers’ attention (it is okay to make a claim or promise.)
- 2) An introduction that explains you are writing from your personal experience and alludes to the immediate benefit from implementing the often ignored, forgotten or overlooked strategies you wanted to share.
- 3) Interesting information that includes simple principles, basics,

rules or common mistakes becomes the bulk of your report.

- 4) An “about the author” section allows you to offer a condensed resume narrative, highlighting your background. At the very least, make sure your name and number are on the front and in the footer of every page.
- 5) A report binding or cover for your report is important for a professional look. Though nothing too fancy. Any length document will work, but remember - “Less is more.”

Here are a few topic examples:

“Getting More From Every Day...gain up to an hour a day in productivity, recover up to 30% of your office space, and save as much as \$5,000 per employee per year.” The author showed how these results are possible with little effort by following some simple common-sense ideas.

“Now It Is Possible to Create an Environment of Self-Starting Change Agents at your Facility” went on to describe six steps to promote a change agent culture in a manufacturing setting.

“Do More With Your Help Desk With Less” offered challenges, solutions and benefits crucial for most help desk centers staffed with technically savvy, but often over-stretched employees.

An HR consultant with extensive experience with mergers and acquisitions, wrote on the right and wrong ways to implement in her report, “The Human Side to Mergers & Acquisitions,” demonstrating effective methods to get buy-in from all concerned that can lead to successful transitions without the usual trauma.

Continued on page 9

Continued from page 8

How do I get started? Think of a topic you are knowledgeable about, have a passion for, or have learned from. Chronic mistakes you have witnessed, missed opportunities, or even pet peeves can also make great subjects. Look at the types of roles and activities you like doing and incorporate them into your suggestions.

The body of the Special Report usually includes three parts – A look at the challenge (problem), an offer of key solutions/suggestions (action), followed by the benefits for the organization (result.) This is also known as the PAR method and is often used in developing accomplishment stories and bullet statements.

Now that you have created your Special Report – Whom would you send it to? Anyone you would like to meet, network with, or work for. In other words, specific people on your target list.

Why would someone want to read it? You will be sending your bound Special Report in a large envelope with a note (or short cover letter if you must) to a key person. The simple and direct document you have created will demonstrate your wisdom/insight/expertise of your industry, as well as your effective writing ability. (Proof your work very carefully.) This is a terrific way to showcase your talent far beyond any resume design. The “author” section allows you to gracefully introduce your qualifications that could lead your reader to pick up the phone and call you!

How do you follow up if they don't call first? Plan to make a phone call to each recipient 5 to 10 days later. You will probably be remembered even if they don't read or implement your ideas. Use a prepared statement that mentions your report when leaving a message.

As an expert and someone with real know-how, people will find you a good networking contact as well. Inquire about who might need your talents, what is happening in your field, and what work needs doing. Be prepared to talk about the kind of role that would fit you well. Explain that your Special Report is just the “tip of the iceberg” in terms of ideas that you have to help an organization thrive. Ask for a face-to-face meeting.

Getting seen and heard by an audience is the first major stage in finding your next position, assignment or promotion, the next stage is.....oh, that might require another Special Report. **Good Luck!**

Denise Greenstien is a past VP of marketing for ASTD-OC. She can be reached at cidenise@cox.net.

Find a Trainer



Did you know that the website “Find a Trainer” function can be used to search for more than just Member’s names?

Aside from just searching by specialty or name, you can also search for other things such as company names, key words or locations.

Try it yourself!

Can you find the “**typo**” in this member’s profile? Or who likes to have “**fun**”? Who has “**happy**” clients?

Remember the search engine looks in all aspects of their profile.

There’s a ton of information in our Member’s Background, Philosophy, Achievements, Services or even the Reference section.

Get Unstuck!

These games, tests and exercises are “new.” The difference between the good and the bad is not how many hours you have, but how carefully you choose and practice them. Strongly recommended and also used by many top people in individual and corporate settings.

Join us for one day of insight and action on maximizing your overall competitiveness in a course based on, *The New Mind Power Institute: Global Connections: Real Life Talking With Inside an AHA!*

Success verified in multiple scenarios in real organizations. Call for more details.

August 17-18 Global Connections? Monkey Course
August 19-20 Global Connections? Trainee Certification

Global Strategic Group, Inc.
 11888 Maryland Blvd., Irvine, CA 92618

For more information, call 949.371.2944
 or e-mail info@strategicgroup.com

Turning SMEs into Terrific Trainers

If your SMEs (Subject Matter Experts) are doing more training in your organization, do your learners a favor and help the SMEs shine as presenters! This topic was presented at International Conference & Exposition, ASTD 2004, Washington DC by Geri Lopker, CPT, MHROD, and Past President ASTD-OC.

More and more, organizations are depending on their Subject Matter Experts (SMEs) to develop and/or deliver training. In this time of budget constraints, employers are looking to their internal SMEs to fill in the performance gaps caused by fewer trainers, fewer resources, and less time for training design matched to business needs. Sadly, the result is often well-intentioned but disastrous! SMEs have technical expertise and understanding of the organization; they are usually unfamiliar with adult learning theory and often provide a lecture-based program or kill the learners with PowerPoint!

Time is one of the biggest reasons that SMEs don't provide training programs that improve performance. Because they are so knowledgeable, they have a tendency to spend little time preparing (after all, they know their subject inside and out). They often think that the stuff they are training is easy, fascinating, exciting, and that everything they know about it should be taught to the learners. They teach them everything they know without regard to the need for logical chunks of learning, concept sequencing, learner involvement,

review strategies, and building blocks for performance. They also don't tend to focus on what the learner needs to *know and do* after the instruction, so they don't tend to provide learner-centered training.

While there are many other reasons SMEs achieve sub-optimal results (including poor presentation delivery, monotone voice, distracting habits, boring materials, impossible to read overheads...), there is hope! SMEs generally want to do a good job training others, so at least attitude is not generally an underlying problem!

Here are some hints and tips.

- ✦ Complete the needs assessment for the training program and review the desired outcomes with the SME
- ✦ Match the course knowledge and skills to the right SME
- ✦ The SME needs to have good communication skills, including confidence and the ability to connect with learners
- ✦ Work with the SME to design a "less is more" training that provides building blocks of learning content followed by TONS of practice
- ✦ Prevent Death by PowerPoint! Get the SME into a concentrated, fun Presentation Skills workshop where he/she practices in front of an audience and video camera and learns adult learning principles, active training, and all the things that makes a good presenter great!

- ✦ If the SME does not want to train others, don't make him/her! If the SME is resistant, the training will most likely fail. Everyone loses.

If your SMEs are doing more training in your organization, do your learners a favor and help the SMEs shine as presenters!

(This topic presented at International Conference & Exposition, ASTD 2004, Washington DC by Geri Lopker, CPT, MHROD.)

*Geri Lopker, CPT, MHROD
2000 ASTD-OC President
Topic presented at ICE 2004,
Washington DC*



*Linking People,
Learning & Performance*

Remember the Code!

Making a purchase from the ASTD Store or registering for a National ASTD event? Our chapter will receive a rebate on part of your investment, if you enter the chapter code **CH8091** in the "Source Code" box that appears during the checkout process. One chapter generated over \$7000! So, remember to enter **CH8091** into the source code box and you'll help our chapter generate rebates.

Volunteering is what makes ASTD-OC great!

We are a volunteer organization. With only one paid contractor, the wheels of ASTD-OC run on the elbow grease that volunteers provide. Everything you see around you is done with volunteers. As someone wise once said, "Many hands make light work." The more people who pitch in, even for a few minutes, makes the chapter run better and makes it easier to provide you with exciting programs and resources. When you volunteer you have a safe place to practice new skills, become more "networked" with leaders and shakers, have the opportunity to shape the direction of the chapter, and have a built-in reason to talk to new people at meetings.

We invite you to tell Jaki Scarcello (GetInvolved@ASTDOC.org) our volunteer coordinator that you are interested in volunteering, and she will match you with an opportunity that will fit your interest and time constraints.

BRING A FRIEND!

If you really like your friends, tell them about ASTD-OC. Tell them about the great meetings, the wonderful food, the strong networking and the magic that makes ASTD-OC so special. Better yet, bring them to the next meeting and let them see for themselves. **YOU COULD WIN** a free year's membership. Just give your friends a member-for-the-day pass (with you as the referring member) and if you brought in the most new guests in that quarter, **YOU WIN!** So get out there and **BRING A FRIEND.**

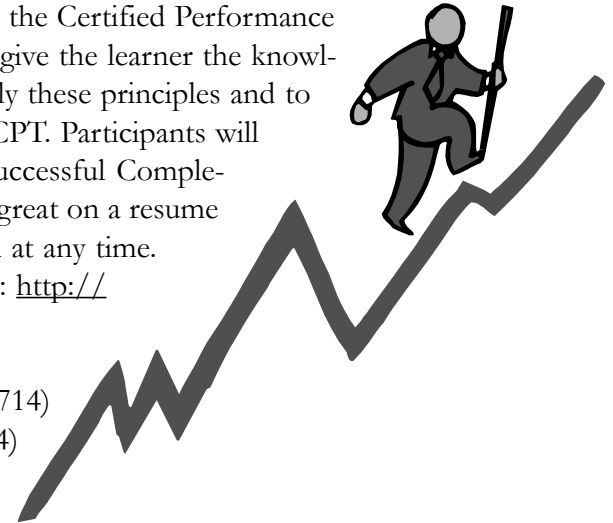
ASTD-OC and Chapman University Human Performance Improvement (HPI) Program

Human Performance Improvement (HPI) continues at Chapman University!

This series prepares people to transition from Training to Performance Consultant or Human Performance Technologist. The class is NOT a requirement to apply for the Certified Performance Technologist (CPT), but it does give the learner the knowledge and skills to be able to apply these principles and to be able to submit them for the CPT. Participants will receive ASTD's Certificate of Successful Completion of the HPI Series. It looks great on a resume too. And better yet, you can join at any time.

For more details, visit us at: <http://www1.chapman.edu/enhance/ASTDmainpage.htm>

Contact Vince Glaeser at (714) 997-6548 or Geri Lopker at (714) 532-2802 for more information.



Board Meeting Schedule

Ever wonder what goes on during an ASTD-OC Board Meeting? Come join us and see what all the excitement is about. Meetings are open to all ASTD Orange County Members. It's a great way to get to know your Board as well as see if there is a position you are interested in volunteering for next year.

7/15/2004	ASTD-OC Board Meeting 5:30 PM - 7:30 PM LHH, Irvine
8/19/2004	ASTD-OC Board Meeting 5:30 PM - 7:30 PM LHH, Irvine
9/16/2004	ASTD-OC Board Meeting 5:30 PM - 7:30 PM LHH, Irvine
10/21/2004	ASTD-OC Board Meeting 5:30 PM - 7:30 PM LHH, Irvine
11/17/2004	ASTD-OC Board Meeting 1:30 PM - 3:30 PM Turnip Rose, Orange
12/16/2004	ASTD-OC Board Meeting 5:30 PM - 7:30 PM LHH, Irvine

Special Interest Groups

Authors & Writers

Leader: Susan Gerke
Contact: 949.831.7088
sgerke@sbcglobal.net
2nd Thursday, monthly
7:30-9:00 a.m.
The Volunteer Center
1901 E. Fourth St., Ste 100
Santa Ana

Business Book

Leader: Open
If interested in leading this group,
please contact
Tara Marvin, SIGs Manager
949-307-5015

Career Management

Leader: Tom Porter
Contact: 949.250.9541 x301
PastPresident@astdoc.org
2nd Tuesday monthly
7:30-9:00 a.m.
Diedrich Coffee
Michelson & Jamboree, Irvine

Coaches

Leader: Moty Koppes
Contact: 949.721.5732
motykoppes@cox.net
3rd Tuesday, monthly
5:30 – 6:30 pm
Location TBD

Mentoring

Leader: Open
If interested in leading this group,
please contact Tara Marvin,
SIGs Manager
949-307-5015

Community Service

Chair: Barbara Hubert
Contact: 949.713.6548
HubertBJ@hotmail.com
1st Weds., monthly • 8:30 –
9:30 am
NEW ADDRESS!
Working Wardrobes Office
11614 Martens River Circle,
Fountain Valley

Consultants

Leader: Jennifer Shirvani
Contact: 949.388.6764
jennifer@penumbra.com
Last Friday, quarterly
4:00 – 5:30 pm
Lee Hecht Harrison
2415 Campus Drive, Suite 250
Irvine

Training & Technology

Co-Leader: Paula Powers
Contact: 949.733.0801
paula@powertd.com
Co-Leader: Rob Henderson
Contact: 562.598.8808 ext. 224
rob@cbpmail.net
2nd Weds., monthly
4:15 – 6:00 pm
UCI Environmental Health &
Safety Bldg
4600 Bison Ave. Irvine

NEW! Org Development

Leader: Cheri Sherman
Contact: 714-593-6339
CSherman@oddw.edu
INAUGURAL MEETING:
Tuesday, July 13th
Normal Meetings: First Tuesday
of each month;
11:30 -1:00pm
Place: Chapman University,
Irvine Campus,
7545 Irvine Center Dr., Ste 150
Irvine, CA 92618

Student

Co-Leader: Kathy Harcharik
Contact: 909. 869.2353
kharcharik@csupomona.edu
Co-Leader: Mary Collins
Contact: 909-869-2353
collinsmaryL@aol.com
Meeting Dates and Locations:
TBD

SIGs Manager: Tara Marvin • 949.307.5015

Nonprofit
Organization
U.S. Postage
PAID
Santa Ana, CA 92799
Permit No. 826

Return Service Requested