

2005 LEADERSHIP INDEX

President • Geri Girardin
949-595-0280 • president@astdoc.org

President Elect • Richard Wong
714-560-5833 • presidentelect@astdoc.org

Past President • Bill Dutting
951-303-6800 • pastpresident@astdoc.org

Chief Financial Officer • Susan Gerke
949-831-7088 • cfo@astdoc.org

Secretary • Linda Kulp
714-573-6804 • secretary@astdoc.org

**Member Operations Vice President
Karen Carlsen**
949-930-3277 • vpmembership@astdoc.org

Membership Manager • Jennifer Shirvani
949-388-6764 • join@astdoc.org

**Member Involvement Coordinator
Jaki Scarcello**
310-374-3519 • getinvolved@astdoc.org

Marketing Vice President • Michael Poore
951-272-9944 • vpmarketing@astdoc.org

Public Relations Manager • Geraldine Sbragia
949-290-8343 • gsbragia@hotmail.com

**Advertising & Sponsorship Manager
Jim Adams**
949-350-6119 • advertise@astdoc.org

Marketing Materials Manager • Susan Forman
941-551-2389 • sueforman@cox.net

**Professional Development Vice President
Tara Marvin**
949-307-5015 • vpprofessionaldev@astdoc.org

Program Managers
Linda Rudolph • 949-725-2510
Sangeeta Gupta • 714-374-5212
events@astdoc.org

SIG Manager • Tara Marvin
949-307-5015 • sigs@astdoc.org

**Communications Vice President
Eric Schram**
562-225-3263 • vpcommunications@astdoc.org

**e-Communications Manager
Steven Belisle**
562-596-7882 • enews@astdoc.org

OrangeSpiel Manager • Paul Venderley
949-230-8478 • GetPublished@astdoc.org

Jobs Coordinator • Michael Curtin
714-961-5037 • Jobs@astdoc.org

RFP List Coordinator • Cheryl Wyrick
909-869-2431 • rfp@astdoc.org

*Learn more about what
ASTD-OC's 2005 theme*

“Breaking Out” means on pages 6 & 7



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.

Use the Orange County Chapter Code – CH8091

Don't forget your CHIP! Support ASTD-OC!

Every time you register for an ASTD conference or workshop, renew your ASTD International membership, or make a purchase on the ASTD International website, be sure to look for a field called “Chapter Code” or “Source Code,” and enter CH8091.

Our chapter will receive a portion of your expense to help with our operating costs, keeping membership fees low!

ASTD-OC Events

Find information on the dates, times, and places of all ASTD-OC events, including Special Interest Group meetings, on the ASTD-OC website! For more information on any of these events, or to sign up for a specific event, go to www.astdoc.org, select "Events Calendar," and click on the date or event to view event details.

Learning Events

April 27, 2005

Appreciative Inquiry, Accentuating the Positive to Boost Performance Improvement

Jan Slater

11am to 1 pm

Turnip Rose, 300 S. Flower, Orange, CA

May 25, 2005

Leadership Excellence Series

This series will run May through July. Each monthly learning event will focus on an aspect of leadership, culminating in July with Jean Barbazette of the Training Clinic speaking on "Designing Effective Leadership Training". Plan to join us for all three!

11am to 1 pm

Turnip Rose, 300 S. Flower, Orange, CA

ASTD International Conference and Exposition (ICE) 2005

Your time is now. Let ASTD be your guide to exceptional learning and performance. Join us June 5-9, 2005 for the ASTD 2005 International Conference & Exposition, in sunny Orlando, Florida, USA. The industry's most esteemed speakers and experts will be on-hand to share their latest ideas, theories, and solutions—all with a common goal of helping you achieve your strategic goals and attaining excellence promoting workplace learning and performance in your organization.

- Certificate Programs: June 2 – 4
- Pre-conference Workshops: June 3 & 4
- Conference: June 5 - 9
- Exposition: June 6 – 8

ASTD-OC Board Meeting

Members are encouraged to attend, but please contact Geri Girardin, President@astdoc.org, to ensure that we have a room large enough to accommodate us all.

April 25, 2005

Resources Connection, Costa Mesa, CA

5:30 pm – 7:00 pm

May 23, 2005

Resources Connection, Costa Mesa, CA

5:30 pm – 7:00 pm

June 20, 2005

Resources Connection, Costa Mesa, CA

5:30 pm – 7:00 pm

Senior Practitioners – Help plan your event!

Senior practitioners, we need to hear from you! We would like to host 2 events (Spring & Fall) to enable Seniors to "Break Out". Our question to you: What type of events would you like to participate in this year? Please send your ideas to: Bill Dutting, Past President at cimprove@adelphia.net.

Also, please indicate if you would like to be involved in planning of these events!

April 16th is Volunteer Week! A perfect time to check in with the Community Services SIG to see how you can give back to your community!

Opportunities in the Community

The community Service SIG is committed to providing a different community service opportunity each month. Check the SIG page at www.ASTDORG.org for more details.

April's Event: Got prom dresses, purses, and shoes taking up too much space in you closet? Please donate them (all in good condition) for our upcoming Cinderella's for Life event on April 23. Hundreds of young girls in economic need will be going to their proms and thanking you!

SIG Roster

Authors & Writers

Objective: To develop a support system of peers and mentors who can provide guidance during the creative process and to get tips from published writers on writing, editing and getting published.

Contact: Teresa Shuff Trujillo • 714-525-0882
tashuff@aol.com .

Meetings are held the third Tuesday of each month at Mighty Designs—1501 E. Orangethorpe Ave, Suite 130, Fullerton

Business Book

Objective: To provide an opportunity for discussion of significant and current literary writings in the field of business, training and development.

Leader: Open. If interested in leading this group, contact Susan Boster, SIGs Manager at 949-387-2279

Career Management

Objective: To provide professional career coaching for those who want to remain current in managing their careers, or who are in the midst of a career transition.

Contact: Tom Porter • 949-250-9541 x301

PastPresident@astdoc.org

2nd Tuesday monthly • 7:30-9:00 a.m.

Diedrich Coffee—Michelson & Jamboree, Irvine

Coaches

Objective: To provide members with the opportunity to learn more about the coaching process.

Contact: Moty Koppes • 949-721-5732

motykoppes@cox.net

Meeting Dates: 3rd Tuesday, monthly • 12:30-1:30 p.m.

Location: Chapman University Satellite Campus,
Irvine Spectrum: 7545 Irvine Center Dr, Suite 150
Irvine, CA 92618

Community Service

Objective: To provide an opportunity for our members to serve their community by donating their time, energy, professional expertise, or resources in the spirit of volunteerism.

Contact: Jennifer Dugan • 949-720-3154

jdugan@irvinecompany.com

Meeting Dates: To be determined

Location: Corner Bakery – South Coast Plaza 3333
Bristol, Santa Ana

Spotlight on SIGS

Authors and Writers

Special Interest

Group

Writing is an important part of the job requirements for trainers and consultants. ASTD-OC gives its members a wonderful opportunity to network with other writers to hone their craft. The Authors and Writers SIG is a safe venue for any member who is exploring writing as a vocation, or avocation. SIG participation is a free benefit to members and their guests.

Developing curriculum, conveying information, communicating with coworkers, clients, friends, and family are all reasons to write. Additionally, writers work to record thoughts and feelings while expressing creativity.

Writing well is an art form. There are distinctly different styles of writing, and each one has its own challenges and rewards. Advertising copywriters use adjectives effectively. Newspapermen write sparsely in an inverted pyramid format, with the most important information contained in only six paragraphs. Novelists paint pictures with words. And, speechwriters are masters of projecting thoughts and vision through effective speech.

As each writer develops his or her own written “voice,” the Authors and Writers SIG can help through free mentoring and coaching. A writer’s voice reflects a cadence and style that is unique to its creator. Learning to find a comfortable writing style is a lifelong pursuit for many writers, working with a friend or mentor can help a writer develop an ear for his or her voice.

Writing is a craft and skill that should be practiced daily. The ASTD-OC Authors and Writers SIG encourages writers to develop a daily writing habit. Just like that morning cup of coffee, or brushing teeth each day, writing should be a habit.

Every writer benefits from feedback on his or her work. The creative process requires feedback for clarity and editing purposes, and the Authors and Writers Special Interest Group can help you find other training professionals eager to help bring out the best in both creative and professional writing projects. The group encourages its members to find a writing partner as a sounding board for their work.

Identifying commercial markets is an important topic of the Authors and Writers SIG. Newspapers, magazines, websites, professional journals, and book

publishing all provide opportunities for writers to profit from sharing their knowledge with others.

Preparation is the key to successfully entering the world of a paid writer. Query letters, perfect manuscripts, editing for clarity and correctness are frequent topics at the SIG meetings.

Experienced writers are encouraged to attend.

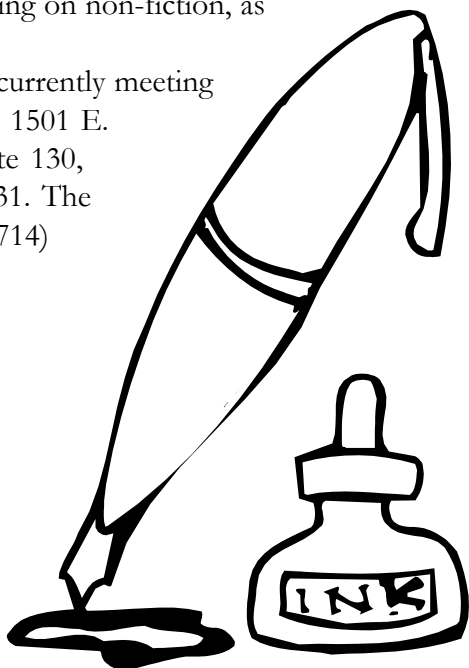
The SIG members benefit from sharing their experience, both creatively and commercially.

The March 15, 2005 meeting will feature a discussion on personality types of major fiction characters by Alice McCollough. Alice will discuss the DiSC personality types and how this helps character development in fiction. Additional topics include discussion of the current writing and editing project. Information on the topic and group project is available by contacting SIG Leader Teresa Shuff Trujillo by e-mail at TAShuff@aol.com.

Teresa has resumed the leadership role in the SIG after taking time off in 2004 to get married. She brings over 27 years of experience in the printing and publishing industry to the group. Her experience includes the Orange County Register, two national magazines, and Kinko's. For the last four years she has been the owner and operator of a print-on-demand book printing and publishing operation in Fullerton, California. Mighty Designs has produced works for college professors, corporate trainers, self-published authors, and memoirists.

The Authors and Writers Special Interest Group meets on the third Tuesday of each month to discuss their writing projects, learn new information about the publishing business, and network with ASTD-OC members who share their interest and passion in writing. Members are working on non-fiction, as well as fiction.

The group is currently meeting at Mighty Designs, 1501 E. Orangethorpe, Suite 130, Fullerton, CA 93831. The phone number is (714) 525-0882.



Consultants

Objective: To provide professional development and "best practices" information for consultants who want to enhance their consulting skills and build an independent consulting practice.

Contact: Jennifer Shirvani • 949-388-6764

jennifer@penumbra.com

Quarterly (See ASTD Website) • 4:00 – 5:30 pm

Lee Hecht Harrison

2415 Campus Drive, Suite 200, Irvine

Mentoring

Leader: Open

If interested in leading this group, contact Susan Boster, SIGs Manager at 949-387-2279

Org Development

Objective: To provide a forum for internal and external OD professionals to network and learn from other professionals in the industry.

Contact: Cheri Sherman • 714-593-6339

csherman@oddw.com

First Tuesday, monthly • 11:30 – 1:00pm

Chapman University, Irvine Campus

7545 Irvine Center Drive, Suite 150, Irvine

Student

Objective: To assist members interested in exploring career options in training and development.

Contact: Kathy Harcharik • 909-869-2348

kharcharik@csupomona.edu

Meeting Dates and Locations: TBD

Training & Technology

Objective: Expand members' knowledge regarding the use of technology with learning solutions.

Contact: Jessica Drew de Paz • 949-824-6634

drewj@uci.edu

Contact: Judith Norton • 714-726-3834

jnorton@cvc.edu

Contact: Verne Vihlene • 949-582-0937

verne@vihlene.com

2nd Wednesday, every other month • 4:15 – 6:00 pm

UCI Environmental Health & Safety Bldg

4600 Bison Ave., Irvine

ASTD-OC Leadership

In her inaugural address to ASTD-OC members, Geri Girardin stated that our organization is “poised and ready to *Break Out in 2005*.” The OrangeSpiel asked the Leadership Team Board Members what “Breaking Out in 2005” meant to them, and how they felt ASTD members could do to make sure ASTD-OC succeeds in “Breaking Out?”

Geri Girardin, President Breaking Out –

- Of perceived notions about oneself
- Of broken processes
- Of perceived notions about others
- Of comfortable — but no longer useful — ways of achieving goals

Rich Wong President-Elect

I interpret “breaking out” to be freeing one from old patterns of doing things. This is good.

We live in a world that is rapidly changing and to remain relevant it is critical that we change our ways of thinking and how we approach challenges. In some cases it requires experimenting and in other cases going back to former ways of doing things. To me, it is not change for change’s sake. If it’s broken leave it alone, unless there is an opportunity to make a substantial improvement in the way we recruit new members, retain existing members, get senior practitioners engaged, budget, manage our business, plan our programs, and come up with innovative money making events. We need to grow our chapter because if we’re stagnant we will lose our vitality and eventually perish.

Susan Gerke, CFO

Breaking out means finding new ways to do what we do — our work, networking, etc.

Our members can look within themselves and determine where they need to break out and also what they can share with others that may help them break out.

Bill Dutting, Past President

For me, breaking out means pursuing my passion in the training and development field. I have recently accepted an internal position in the Health Care industry. After 15 years working with multiple types of clients, I realized that I can accomplish much more with something I feel best about.

As ASTD members, I think it is up to you to let chapter leadership know exactly what we can do to help you pursue your passion in the training and development field, and develop to your fullest potential.

Linda Kulp Chapter Secretary

Breaking out in 2005 - To me this means taking a good hard look at what we’re doing and how we’re doing it.

Then, without fear we move in the best direction for our membership. That may mean doing business differently but that’s great, because we’re not afraid to break out into new meaningful directions.

To help us be successful, the membership needs to be a strong partner in this venture. We need their input and their assistance. The membership can assist by putting on their creative thinking caps and asking the question, “What do I really want my



2005 Board Members at January Learning Event. Michael Poore, Tara Marvin, Geri Girardin

ASTD-OC to do?” Then I hope they ask the second question, “How can I help move ASTD-OC in this direction, what is my role?”

Eric Schram VP Communications

As the Vice President of Communications for ASTD-OC, “Breaking Out in 2005” means that the communications team is poised to break all the conventional rules of communication. It is our goal in 2005 to become a better communicating society with not only our members, but the business community as well. Communication is one of the largest values to any organization and in 2005 we want to make it not only a best practice, but a habit to communicate integrity and fun in every way.

One of the best things that our members can do to make 2005 suc-



Left to Right: Linda Kulp, Karen Carlson,

cessful is to check out the website. We have made some cool changes so far and there are some new things to see. Signing into the website gives our members access to tools and links that are not available to non-members. There's a lot to see, and to be a part of. All you have to do is look.

Tara Marvin, VP Professional Development

1) Daring to be memorable and make a difference.

2) Make a mark in your training profession. Get involved with something in ASTD-OC that you're passionate about.

Karen Carlson, VP Membership

Breaking out....to me means..... doing something new, stepping out of your comfort zone, taking action and moving ahead. While by definition this is what "breaking out" means to me, we are fortunate as an organization to begin this year with a solid foundation from the leaders that have gone before us. We can take the attitude of "breaking out" and build on what has already been built for us by our fellow leaders and friends.

Members can "Break Out" in 2005 in a variety of ways. I encourage you to take a look at your personal and professional goals for 2005, 2006 and 2007. How does ASTD OC play a role in your goals. More specifically, what volunteer area of ASTD makes the best sense for you. Where would you like to build relationships and grow? We have numerous areas to get involved and have fun!

Michael Poore VP Marketing

The marketing function of ASTD-OC is relatively new. "Breaking

Out" in 2005 will mean moving advertising and co-sponsorship revenues to an entirely new level, perhaps as much as a 100% increase over 2004. Marketing and revenue generation are not native terms to a not-for-profit membership organization, and yet, the current climate dictates a need for more income to the Chapter. So in 2005, our Chapter will have to adopt a more entrepreneurial, marketing-related focus to meet the objectives of our Board.

What can our members do in 2005 to make sure ASTD-OC succeeds in "Breaking Out?"

Membership dues currently account for 44% of the Chapter revenue. The balance is made up of programs and events for which there is a charge. Most of these events are of high quality and modestly priced. Members can help the Chapter "break-out" by committing to two simple actions: 1) Attend two more Monthly Learning Event meetings than you attended in 2004, and 2) Attend two ASTD-OC sponsored paid events during 2005 (i.e. Spotlight Presentations, Annual Conference, Total Trainer).



Break Out in 2005 Be a Leader in ASTD-OC!

Our chapter has several leadership roles to be filled. Ensure ASTD's role in the community is well known as the Manager of Public Relations. Stretch your web development muscles in the Web Steering Committee. Work to recognized fellow ASTD-OC members as the Awards Committee Chair.

For a complete list of openings, go to www.astdoc.org, select "Member Services," then select "Get Involved." There is a host of opportunity waiting for you!

Your View on Leadership

By Cheri Sherman

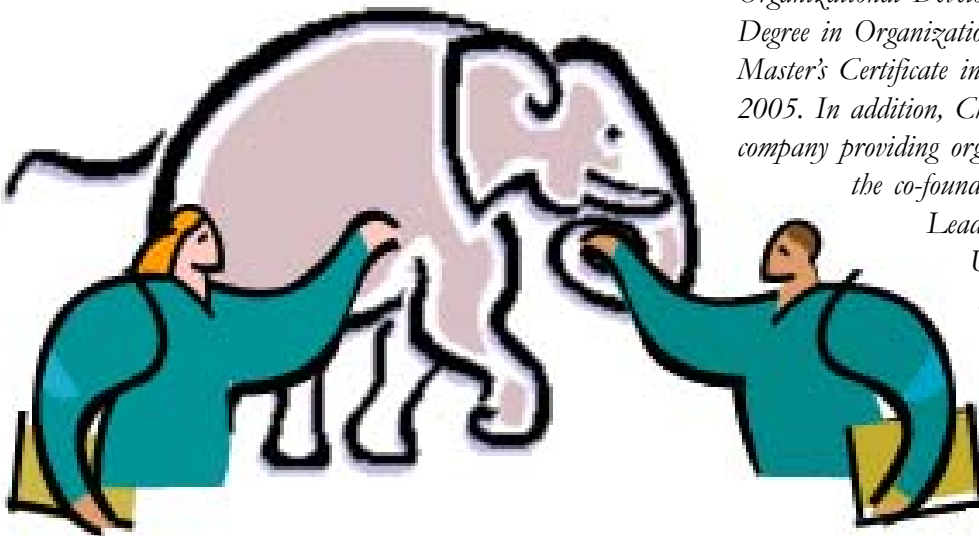
The American poet John Godfrey Saxe (1816-1887) wrote a poem based on a fable originally told in India of six blind men and an elephant. I'm sure you've heard some form of it or another over the years. In the poem, one man bumps up against the side of the elephant and so describes the elephant as a wall. Another grabs the trunk and describes the elephant as a snake. So it goes with all of the six men, each declaring his definition of an elephant depending on what part of the elephant he stood by. There are many reasons why this poem rings true when it comes to leadership. Leadership is not something easily defined and most of us probably have an opinion of what leadership is and is not based on our knowledge and experience.

If you ask people to give their definition of leadership, some will quickly respond that a leader is defined by whether or not anyone is following them around. That's a good place to start and it's definitely a critical component. The important thing I believe is that we all have a definition even if it begins with a simple concept. After all, whether we're leading a family or a company or a country, we all find ourselves in some type of leadership role at one point or another. You don't even have to be intensely serious about what can seem like a very serious subject. In fact, the magazine *Fast Company* recently had an article called *Leadership Secrets of SpongeBob SquarePants* on the famous cartoon character. Now in one of my leadership roles as a mom how could I not read that article?

There are a couple of leadership theories I'd like to highlight. The following examples are relatively extreme, simply because if you're beginning research in a field sometimes extremes are a good place to start. The first theory is Robert Greenleaf's *The Servant as Leader* (and the title of his book/essay). The title speaks for itself. As Greenleaf states, "the servant-leader *is* servant first...sharply different from the person who is *leader* first." In fairly sharp contrast is Michael Maccoby's theory on *Narcissistic Leaders: The Incredible Pros, the Inevitable Cons* (the title of his article in the Harvard Business Review, 2000). Maccoby states, "Throughout history, narcissists have always emerged to inspire people and to shape the future." Webster's Dictionary defines narcissism as "self-love; excessive interest in one's own appearance, comfort, importance, abilities, etc." Can you come up with an example from your own personal life of each type of leader? I know I can.

I have an easy exercise for you if you are so inclined to expand your personal leadership theory and don't have a lot of extra time for the research. Think of your favorite leader either in history or in this current day. Write or type out the qualities of what made you choose that individual. Then place them where they can be seen daily in order to remind yourself of the qualities you'd like to continually encourage within yourself and that you look for in a leader. For example, I have the history of Abraham Lincoln sitting on my desk and his many failures before becoming the 16th president of the United States. I believe one of the great qualities of a leader is perseverance. What do you believe? That more than anything is the very important question that each of us must first answer and then answer to.

Cheri Sherman currently leads the Orange County ASTD Organizational Development SIG. She will complete her Masters Degree in Organizational Leadership at Chapman University and a Master's Certificate in Organizational Development in August, 2005. In addition, Cheri is the founder of OD DesignWorks, a company providing organizational development services. She is also the co-founder of the Chapman University College's Leadership Services Group, a division of the University also providing organizational development services to the business community. You can contact Cheri at 714-593-6339, or by e-mail at csherman@chapman.edu



Focus! Focus! Focus!

by Debbie Barnett

It took going upside down for me to really get it when it comes to focus. In the year it took me to master a hand-stand I learned a lot about the subject. The instant my gaze wandered off course in my many attempts at achieving balance, I would instantly crash. When I kept my focus steady, everything eventually “lifted” into place and I achieved the balance point of effortless effort.

In your life and work, do you find yourself spending more time in that place of balance or crashing? If the former is true for you, hurray! You’ve learned the power of focus. Keep up the good work! If it’s the latter, take a moment to review where you are losing focus.

At times we all lose focus. No big whoop. How quickly you regain focus, however, will determine how quickly you’ll return to the balance point (or find it to begin with).

Over the holidays I reflected on the direction of my business. Since it’s inception I’ve been hearing an internal message of “Do the yoga.” This year I’ve decided to take it beyond the mat and make yoga’s philosophy and principles the focal point of my business. Yes, I still do corporate speaking and training, yet with a new perspective. And guess what? My cell phone is ringing off my waist! All I did was shift my focus.

We’ve all heard the term, “keep your eyes on the goal.” In yoga, focus is so important that each pose has a specific drishti, or focal point. The ancients knew the power of focus. So can you. And you don’t have to go upside down to do it!

Debbie Barnett is President of Conscious Flow, LLC, a personal development speaking, training and coaching company whose focus is to help individuals and organizations achieve “Life Balance with a Yoga Twist”. You can contact her at Debbie@DebbieBarnett.com, (951) 316-9380.

How To’s

- Notice where your focus lies: Is it on the positive, or on the negative side of things? On what you want, or don’t want? On the present and future, or the past? On what you have, or don’t have?
- Whatever you focus on comes to pass, so start each day with a clear intention. Write it down.
- Shun distractions: if your energy is scattered, the return on that energy will be scattered as well.
- Notice when you start to feel scattered or when things seem like a burden. Take a deep breath. Take a few more.
- Let go of that which no longer serves you. Focus on the highest return for your time and energy.

Break Out by Advertising in the OrangeSpiel!

It’s a great opportunity for growing your business, make connections with other training professionals, and to support professional development! If you would like to advertise in the OrangeSpiel contact:

Jim Adams, (949) 699-6661, advertise@astdoc.org

Michael Poore, (951) 272-9944,
vpmarketing@astdoc.org

BUSINESS COMMUNICATION BREAKDOWN?

DON'T WORRY, WE KNOW FIRST AID!!!

With three decades experience identifying corporate needs and customizing programs in:

- Business Writing
- Basic Grammar and Punctuation
- Technical Writing
- E-Mail Writing



P.O. Box 5252 • W. Garden Grove, CA 92846
(562) 596-7882 • Belis92645@aol.com



Notes from the Field

ASTD Competency Model

A defined set of competencies is a hallmark of the true profession” and today more than ever, the American Society for Training and Development (ASTD) is supporting its members and the field of workplace learning and performance with a new model designed to mold the future of the profession.

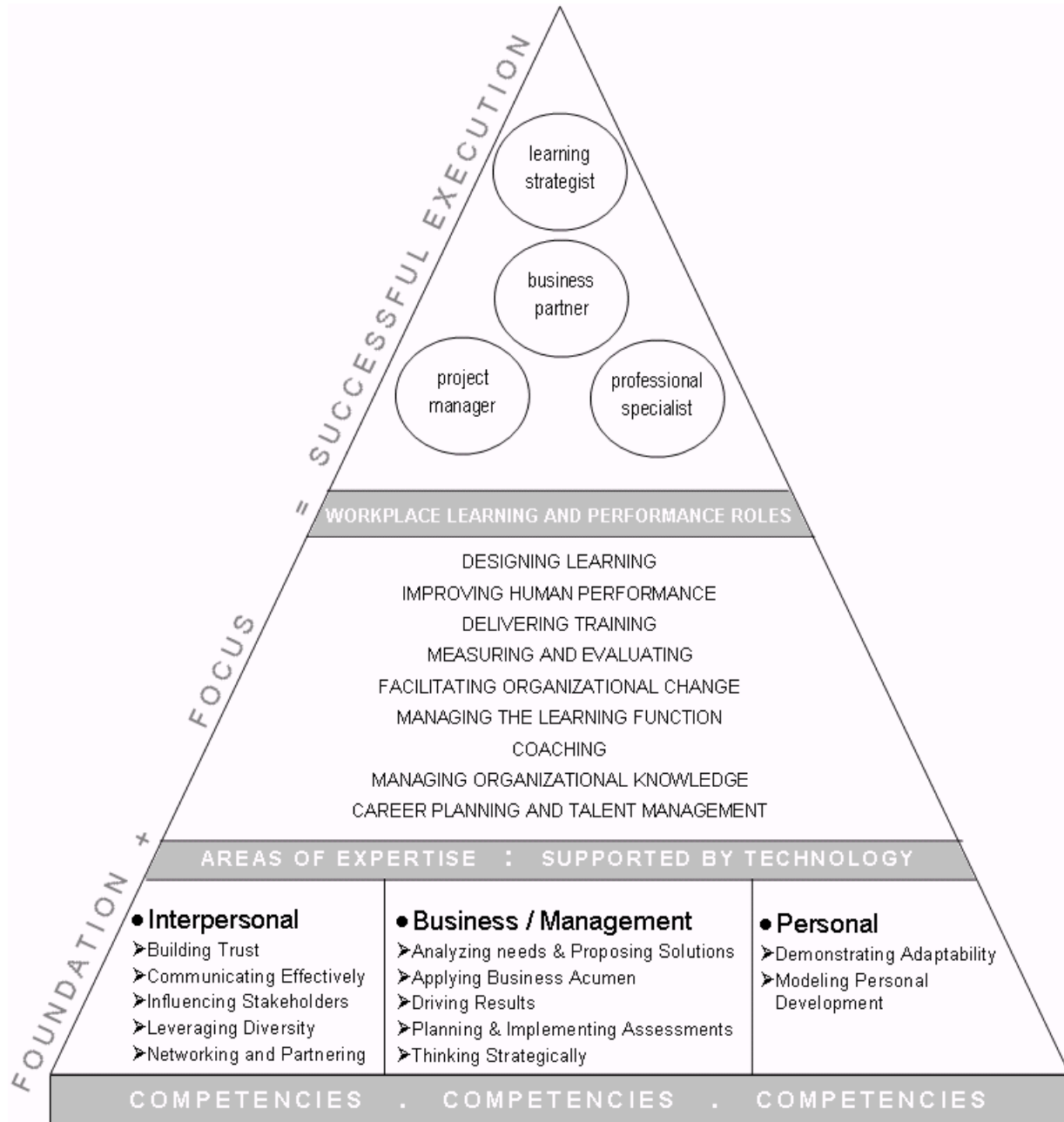
This new model for our dynamic and complex profession will enable practitioners to provide their organizations with an even higher level of value and service. It defines the profession in the context of learning and performance, and tries to balance the strategic, financial, and business goals of institutions with the welfare of the people who are

doing the work. The study also includes a look at the trends and drivers that influence the profession.

Building Blocks for Success

The model was built using a data-driven approach with content validated by thousands of learning and performance professionals. The competencies encompass clusters of skills, knowledge, abilities, and behaviors required for people to succeed in the workplace learning and performance field. The model is based on three layers of successive building blocks and is shown in the pyramid depiction:

- Foundational Level: Competencies



- Focus Level: Professional areas of expertise
- Execution Level: Roles in the profession

Foundational competencies are those supporting level competencies linked to successful performance in the field, and are desirable regardless of an individual's area of expertise or role. The model divides the foundational competencies into three clusters: interpersonal, business/management, and personal.

Areas of expertise (AOE) is the second tier of the model and comprises specific technical and professional areas required for success across various jobs in the field. These AOE's are specialized areas that build and rely upon the focused application of the foundational competencies.

There are nine AOE's:

- Designing learning
- Improving human performance
- Delivering training
- Measuring and evaluating
- Facilitating organizational change
- Managing the learning function
- Coaching
- Managing organizational knowledge
- Career planning and talent management

Roles is the top tier or execution level of the model. Roles are not the same as job titles – they are much more fluid depending on the work or project, and can best be defined as the broad area of responsibility within the profession that requires a select group of foundational competencies (bottom tier) and select group of AOE's (second tier) to successfully execute.

There are four defined roles in the model:

- Learning strategist
- Business partner
- Project manager
- Professional specialist

Putting the model to work

Professional development is the key to personal success. The ASTD model provides an important and useful tool to guide individual development by describing what it takes for you as a contributor and professional in the field to successfully navigate your career. In the future, the key will be to align a career path with the needs of organizations and their leaders to achieve business results. The model also provides a common language that can be used to discuss what the organization needs from the profession by answering the question: What competencies should people possess to be thriving in the field, while at the same time, supplies a roadmap of success that charts performance against a valid set of descriptors.

Organizational applications of the ASTD competency model can serve as an integrative framework for an organization's HR system. It can help align the HR system vertically with the organization's strategic objectives, organizationally with other HR functions, to ensure harmony and consistency across the many facets of HR activities that impact human performance.

Education and academic programs can base their curriculum to actively support employer expectations for new and continuing professionals in the field. The ASTD model serves as a blueprint to guide academic curriculum development.

Credentialing workplace learning and performance professionals is one of the highest achievements available to recognize individuals who have met certain predetermined qualifications. The ASTD model and research study provide a basis for a competency-based certification program on the core knowledge, skills, actions, and behaviors judged most critical for successful performance. The ASTD sponsored certification pilot program will roll out starting in June 2005, with full program launch in 1st quarter 2006.

Presidents's Messages Continued from page 1

One way that we can increase our value to the organizations that we are affiliated with is by helping them assess and evaluate their current business landscape. That way, we can support our managers by enhancing their abilities to predict for the purpose of devising sound plans. Managers are being asked to do so much more than ever before – not only in terms of volume but primarily in terms of skill. We can help managers and their supervisors define, describe, compare and contrast what is important in order to get to the critical work of choosing, synthesizing and applying. This adds up to a satisfactory end result: the ability to produce and to improve.

All this means that we should sharpen our saws and we should pay attention to the right things. If this strikes a chord, here are some "whole view" best practices:

Health and fitness: We have a responsibility to keep ourselves alert and engaged as well as leading by example. Starting with the basics will help. Go for a walk with colleagues at lunch or family members in the evening or on weekends. It's a great time to talk.

Agility: Agility can lead to greater trust from others. Practice acceptance and flexibility in both family and friendships and business environments.

Personal learning and development: Use us. We are your support system. At ASTD-OC, you can get fed professionally, be reminded of things that may have faded but are useful in everyday practice, feel a sense of belonging, be proud to bring along your colleagues and practice those leadership skills that you endeavor to inculcate in your managers.

10 Great Reasons to Write

1. Write to share your ideas.
2. Write to explain something
3. Write to tell your side of the story
4. Write to tell what happened
5. Write to connect with your reader
6. Write to tell how you feel
7. Write to explore what you think
8. Write to remember important details
9. Write to describe something
10. Write to enjoy yourself

Did You Know—

The OrangeSpiel is always accepting article submissions for one of its quarterly issues. This is an excellent way to communicate to others your level of expertise, be it specific or broad. Simply e-mail your article to the OrangeSpiel manager at Getpublished@astdoc.org. Please use the following guidelines when submitting articles:

- All submissions must be related to the Training and Development field. This can include Human Resource topics, or Instructional Design topics, as related to T&D. After that, it's up to you!
- Please limit your articles to 500 - 700 words.
- Please use Times New Roman 12 point font.
- We reserve the right to final edits.

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

Return Service Requested