

Note the Date Change

Wednesday
January 30, 2008
6:00 to 8:00 pm
DoubleTree
Club Hotel
7 Hutton Centre
Santa Ana, California



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Monthly Learning Event Words of Wisdom Learning Executive Roundtable



The ASTD National's 2007 State of the Industry report estimates that U.S. organizations spent \$129.60 billion on employee learning and development in 2006. This amount reflects direct learning expenditures such as the learning function's staff salaries, administrative learning costs, and non-salary delivery costs.

The report goes on to share that nearly two-thirds of the U.S. total (\$79.85 billion) was spent on the internal learning function, such as staff salaries and internal development costs. The remainder (\$49.75 billion) was allocated to external services such as workshops, vendors and external events.

But those were flush times, before companies started cutting costs and the media started toying with the word "recession."

In an industry where training and development is usually viewed as overhead, how do you communicate your value to the corporate executives?

Join us on January 30 for a discussion panel of Southern California learning executives from Experian, Disney, and City of Anaheim to share their operational successes and training challenges, how they interface with other senior management for training initiatives and developing a budget, and discussions on trends they see coming that will affect their ability to deliver valuable training programs

- What do CEOs want and expect from training
- Level 3 and 4 Evaluations/Return On Investments (ROIs)
- How the economy will affect the future of training
- What is the value of eLearning in the workplace Adoption rate of new learning technology in the workplace

Join us on January 30, 2008, to gain insight into how executives view your work in the training and performance field.

2008 ASTD Events Calendar

For additional details on all ASTD-OC events please go to our website at www.astdoc.org, and select "Events Calendar."

January 17, 2008 through February 7, 2008

ASTD National Certificate — ROI Basics Certificate

Consisting of four live instructor-led 90-minute online sessions, this course introduces the basics, barriers, and benefits of using the ROI methodology as a tool to evaluate and support workplace learning and performance.

ASTD National Instructions: Register on-line at www.astd.org. Use CHiP code CH8091 when you register.

Location: On-line course

January 28, 2008

ASTD-OC Board Meeting

The Board Meeting is open to all ASTD-Orange County Members. Contact Linda Kulp if you are interested in attending.

January 30, 2008

Learning Event – Learning Executive Roundtable

Join us on January 30 for a discussion panel of Southern California learning executives from Experian, Disney, and City of Anaheim to share their operational successes and training challenges, how they interface with other senior management for training initiatives and developing a budget, and discussions on trends they see coming that will affect their ability to deliver valuable training programs.

Time: 6:00 to 8:00 pm

Location: Doubletree Club Hotel, 7 Hutton Centre, Santa Ana

February 25, 2008

ASTD-OC Board Meeting

The Board Meeting is open to all ASTD-Orange County Members. Contact Linda Kulp if you are interested in attending.

February 27, 2008

Learning Event – Facilitation for Training that Lasts! with Julie Orlov

Learn to facilitate group process within a training context. There are three levels to learning: 1) Content delivery, 2) Experiential learning, and 3) Process learning. Most trainers only facilitate training at levels one and two, missing out on the opportunity for deeper levels of learning that comes from process facilitation.

Time: 11:00 am to 1:00 pm

Location: Turnip Rose, 300 S. Flower St., Orange

March 26, 2008

Learning Event – Communication: Is Your Motive Clean or Dirty? with Tom Bay

Your communication skills will significantly improve when you recognize what is the inner core of a person. When you speak to the inner core of person you will get and hold a person's attention. You will leave this seminar with the tools to recognize your own inner core and that of others.

Time: 6:00 to 8:00 pm

Location: DoubleTree Club Hotel, 7 Hutton Centre, Santa Ana

April 26, 2008

Spotlight: Communication: Is Your Motive Clean or Dirty? with Tom Bay

This workshop will teach you how to recognize and put into play communication skills to talk to an interviewer's inner core. You will find your interviews going more smoothly, budget meetings with executives ending in the black, and your learners more receptive to your feedback.

Time: 8:30 am to 1:30 pm

Location: to be announced



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President's Message

Dear ASTD-OC Members,

As we begin 2008, your Board of Directors has already been working for several weeks preparing for and organizing a great year of programs and activities for the Orange County Chapter membership.

I can truly say you have a dedicated Board of individuals who want to and are willing to make a difference for you and our chapter. We decided on the theme of "Your Learning Partner" because we believe it captures our vision and direction for 2008 and beyond. Why is this theme important and what does it mean to the Board and to you, the membership? In support of this theme we know that one of the most important things we can offer is continual growth through learning opportunities.

The Board is working hard to provide you the highest quality learning programs and opportunities. It takes work, dedication, and support from many volunteers to maintain programs of excellence and value. With you continuing to join us in this effort, and our determination, we'll be able to succeed.

A very valuable learning partner for all of us is our own National ASTD organization. By working closely with National, both the Orange County Chapter and National receive additional support that benefits and strengthens our profession of learning, training, and development.

We're also looking at trying some new ideas and embracing the use of technology to a greater degree within our chapter. As we begin building on these ideas, we'll share our progress with you. The recent members' survey provided some direction for consideration, and we'll likely ask you for more assistance in this area.

As you noticed in the 2008 Board election, we redesigned the position of Vice President of Professional Development into three specialized functions. This brings you a Vice President in each of the three functions focusing on specific developmental programs and activities (monthly learning events, workshops; continuing education programs; special interest groups).

You, the membership will act as our barometer. Let us know how we are doing. Participate actively to the point you can. Communication is critical if we are truly to be partners. Let's agree to join together in this year of 2008 and make ASTD-OC all it can be.

One of your learning partners,

Linda Kulp

President 2008

Orange County Chapter

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

Phone: 714.527.4785
Fax: 714.527.4210
Email: ocoffice@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.

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!

Leadership Index

President

Linda Kulp • (714) 573-6804

Past President

Donna Jensen • (714) 960-3728

President Elect

Anthony Harmetz • (714) 392-4409

Chief Financial Officer

David Comstock • (949) 250-2033

Secretary

LeeAnn Zambrano

Member Operations Vice President

Kelly Villamil • (714) 560-5599

Vice President of Programs

Linda Wallace • (949) 551-1483

Vice President of Continuing Development

Margaret Connery • (714) 813-3592

SIGs Vice President

Janet DiVincenzo • (949) 854-3714

Communications Vice President

Paul Venderley • (949) 230-8478



Have you heard?

Dr. Cherney Offers Wellness Workshops at No Charge!

Stress ♦ Nutrition ♦ Posture

These 1-hour "lunch & learn" wellness programs are offered as part of Dr. Cherney's Community Outreach Program to ASTD member organizations.

Are they really no charge? Yes, these programs (valued at \$500) are complimentary because of his passion for providing wellness education and the resulting benefit of creating more health in our community.

Interesting Topics:

- **S.W.A.T.: Stress Weapons and Tactics**
- **Stay Fit While You Sit: Keeping Desk Work From Being A Pain**
- **Dine & Dash: Eat and Exercise Your Way to Peak Health**
- **Back School: Higher Education For Your Lower Back**

"Dr. Cherney is an excellent speaker, I really enjoyed the time spent with him."

"Great seminar. Very Informative!"



Greg Cherney, D.C.

For more information or to schedule a program, call (949) 315-1313 or visit www.DrCherney.com

Leaders' Voice

President Elect

In order to be your learning partner, ASTD-OC needs to understand your professional goals, needs and learning gaps. We will spend the year conducting focus groups with our members to better understand how our members want us to partner with them. As we gather data, we will provide suggestions to the 2008 president and her board so that some ideas can be implemented immediately. We will also use the information we gather to plan offerings for 2009 that will meet our members' learning needs. What will these offerings be? Participate in one of our conference calls and help us decide.

Communications

Each Communication team position will focus on a facet of the various media we

provide in order to support your wants and needs in your quest to learn more about the training and development field. In a recent strategizing session, we grouped your wants and needs into two modes of learning that are being discussed in the field: Formal Learning and Informal Learning.

As a Learning Partner, our role is to support both formal and informal modes of learning. We will continue to solicit information from experts in the field, but we'll also connect you to resources outside ASTD-OC.

Programs

This is position that includes the planning of Monthly Learning Events (MLE) with keynote speakers, full-day Workshops and half-day Spotlights. We want to provide learning events that have broad appeal for the membership, focused on training and communication subjects and tapping both local and nationwide speakers. New topics this year will include a panel of learning executives sharing their experiences and best prac-

tices and keynote speakers on the future of learning.

Special Interest Groups

The Vice President of Special Interest Groups is a newly created board position and I'm thrilled to be the first one! This change reflects the importance the board places on the Special Interest Groups as ways to meet the more specialized needs of our members.

An important way in which ASTD-OC is "Your Learning Partner" is by providing innovative and focused topics at SIGs. At present, three SIGs are active: Career Management, Organizational Development, and Training and Technology. The volunteers who run these SIGs are committed to creating valuable programs for you. We will be conducting a needs analysis in early 2008 to find out how we can make these terrific SIGs even better and whether our members want new SIGs. Stay tuned!

Membership

The 2008 Membership Team has many exciting opportunities coming this year. Our mission in supporting you as a learning partner is building relationships to create a strong and united volunteer team, incenting current members and increasing memberships through our campaign "Bring in 3, Get Yours Free!", creating a new member onboarding program to assist new members with successfully navigating ASTD's programs and benefits, and expanding our Mix 'N Mingles to non-members for social and networking opportunities (they pay, you don't!). With our combined efforts, this will be ASTD-OC's most successful year yet!



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Building A Powerful Network In 2008

by **Hank Blank**

In these transitional economic times, I'd like to offer five tips on building your career or business in 2008 to help you grow financially and personally.

Start with 2007 Contacts

Did you meet a number of people in 2007 that you didn't follow up with? This is a lost opportunity that you can capitalize upon early in the New Year. A major danger in networking is meeting people and not following through. It is like a tree falling alone in the forest. It doesn't build a connection point and certainly not a network. Review your networking meetings from last year and contact those people who had the most connection points for you and reach out to them. They will remember you.

Enter in those Christmas card addresses in your data base and follow up early in the New Year by reeducating your personal contacts on your business ventures and goals in the New Year. In these changing times your business model may have changed dramatically recently and your personal contacts may not be aware of your current space.

Get your tools ready

Freshen up your branding material or rebrand yourself to be more noticeable. What's a stronger brand, Hank Blank or Henry Blank?

Get new business cards that stand out. Your title should reflect your strengths and make you unique. Rainmaker is a better title than Business Development. A title like Chief Explosion Officer will set you apart. Marketing Maven versus Marketing Manager.

Get personal notecards with your brand name on them. In a world bombarded by millions of e-mails, an e-mail doesn't build the same personal connection as a personal card. It sets you apart. Choose heartfelt connection versus predictable and ordinary.

Connect with Connectors

You know who they are – they're the people who you meet and connect with who say "I have 2-3 people you should meet." They are the ones who connect the dots because they are in touch with a wide range of people. They are the ones you should cultivate.

Build your Awareness

Networking is awareness building. You have to be out there if you want people to know who you are. You need to build awareness and presence is a media. It's affordable and basic grass roots marketing. Develop a strategic calendar of what events you want to attend and where you want to be seen. Who do you want to meet? If you attend a broad variety of events, you will be more prominent than just attending the same event repetitively.

It's Not About You

To reap real benefits from networking, you have to help others first before asking them to help you. If you help others first, you will end up connected and have a stronger network and reputation. It will establish your character, which is your most important asset.

Hank Blank is President of Hank Blank Inc. He is a well known networker in Southern California and has spoken on networking to a number of companies and organizations. To contact Hank about speaking to your company or organization about the power of networking, contact him at hank@hankblank.com or visit www.hankblank.com.

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Trainer's Casebook

"Oh! Can you fit Mary* into your class?" our Customer Service manager asks me just as we're about to conclude our meeting. I'm sitting in her office with her and Amy, one of the department supervisors. They've just learned that I'm facilitating an introductory class for one of the systems my company uses. The intended audience is new hires. Mary has been around for two years.

"I'd have to check. May I ask why?" Never promise, and never tell them no. An unwritten mandate in our organization. And not a bad one, either.

"She just isn't getting the system. Her talk time is high, she has too many escalation calls, and she's almost always got a team lead or co-worker over her shoulder telling her where to find the answer to a customer question. Simple ones. Ones she should know by now. She just isn't getting the system."

I remember Mary. Nice woman, in her late fifties. English is her second language. She had a habit of asking help from those around her to answer some of the coursework or case studies. I'd instructed her co-learners to encourage her to work the problem, and I'd taken a little extra time with her, but in the end she'd gotten the answer eight times out of ten. A success for a half-day class, I thought.

"What support does she have now to answer her questions?"

"We placed her next to the team lead, but he can't always be right next to her. If she can't find him, she goes to her supervisor, and if she can't find her, she finds another supervisor on the floor."

"But that takes her away from her desk."

"And her talk time skyrockets."

"What else does she have?"

"There's the desk reference manual..." the manager looks at Amy to see if there is anything else.

"Um-hm. Can I see Mary's desk?"

Amy takes me to Mary's desk. It's tidy, with a picture of her family to the right of the monitor and a calendar with some tropical island scene. Pinned to the cubicle wall over the phone is a process flow job aid that Mary had received from one of the classes she'd taken a few months earlier. There are a few training manuals stacked in a sorter next to her phone, and her in-tray has a few memos lying in it. Creating a demarcation line in the wave of the serpentine cubicles between Mary's desk and her team lead's is a makeshift wall of binders, a Kleenex box, and assorted knick-knacks.

"Where's Mary's desk reference?" I ask. I'd seen it before on the top of other associate desks — a thick binder stuffed with a hodgepodge of papers, a wealth of information handed down from supervisor to associates whenever some new procedure is adopted or policy change is announced. Amy opens a desk drawer, where it lays on top of some other binders and personal items.

"She's got all she needs, right here," she says. "She just doesn't get the system. I can relate, it's hard to understand with all the codes she has to remember. She just needs a refresher."

Does she, I wonder?

*All names have been changed, of course, to ensure confidentiality.



The preceding case is our inaugural Trainer's Casebook — a column where you can provide your insight to a training request received by another ASTD-OC Member. Your response may be included in a future edition of the OrangeSpiel, where we will also share what the trainer did, how well that worked, and lessons learned.

How can you share your insight to this case? In one of two ways: "For this case study, we ask: "What would you do to help Mary, Amy, and the manager?"

1. This case study has been posted on the ASTD Orange County Message board. As an ASTD-OC Member, you have the ability to sign into our website and respond to the Case Study.

2. Send an e-mail to Get_Published@astdoc.org.

How can you contribute your case study? Send it to Get_Published@astdoc.org. Trainer's Casebook studies cannot be more than 600 words. We're counting on your word of honor that they are true examples of training requests, and that you have changed company and personal information to ensure that nobody gets embarrassed because we're talking about them. Your Trainer's Casebook submission should also come with a solution, complete with lessons learned, which also should be no more than 600 words.

You can present your response to this Case Study in the Trainer's Casebook Message Board.

The screenshot shows the website header for the Orange County Chapter of the American Society for Training & Development (ASTD). The navigation menu includes: Find a Trainer, Events Calendar, Professional Resources, Communications, Marketplace, and Contact Us. A user is logged in as Paul Venderley. The Message Board section is active, showing a dropdown menu with options: OrangeSpiel Online, Plugged-In, Chapter Blog, Message Board (highlighted), and Get Published. Below the message board, there is a table of forum titles and their post counts.

ASTD Orange County Chapter	
Forum Title	Posts
Trainers Casebook	0
Continuing Education	0
Communications	0
Learning Events	0
Marketing	0
Membership	0

Do You Have Time?

by Susan Gerke

Today, the demands on our time are unprecedented. Technology has not delivered on its promise to provide us with more leisure time. In fact, the expectation that we will respond instantly to e-mail, instant messaging or phone calls seems to be the norm rather than the exception. Many of us are feeling overwhelmed and are racing through life with a sense of running out of time to do the things we want to do.

More time isn't an option. We only get 24 hours a day. So the question becomes: "For the time you do have, are you spending it on the activities that are most important to you?"

The secret isn't in having more hours; rather it is learning to use the time you already have more efficiently and effectively. The secret is not doing more in less time; but rather, it is making the right choices about how you use your time.

Time has four interdependent dynamics:

1. Your time in relation to people
2. Your time boundaries
3. Your priorities
4. Your informed choices

The first dynamic relates to how you interact with others relative to time. The next three elements relate to how you can manage your time effectively. Consider the dynamics of time as an influence on how you spend time, including those areas that are most important to you. This article will focus primarily on time boundaries.

Time boundaries can be imposed by you or by others. And when imposed, can be helpful or constraining to you. Whether you feel helped or constrained is often influenced by your natural style of doing tasks. Some people are energized by having specific deadlines, but it's not fair to

assume that everyone responds in the same way. Many time management approaches today teach people to make a list, prioritize the items on the list in a specific way and then start doing the tasks on the lists. For some people, this actually creates more stress and has a more negative impact on their time.

I have found that while most of us can be more effective using our time, the tools that we each will find most helpful will be different. An example of a tool that some people will find useful to manage boundaries is the calendar. In organizations, often other people have access to your calendar and can book meetings on your calendar, thus removing control from you. Consider blocking time on your calendar for tasks that require focus and then work on the tasks during that time. Another calendar strategy is to limit who can put items on your calendar.

People who work in a home office have another set of boundaries to deal with. It's easy for work to spill into your personal life. How many times have you decided to "quickly check e-mail" in the evening or on the weekend and then found you spent two or three hours at your com-

puter? Clarifying work-at-home boundaries and committing to honor those boundaries can be critical to your personal relationships and your effective use of time.

What time struggles do you have? For the next week, identify situations where you are frustrated about time. Jot down situations that you feel are wasting your time, opportunities you are missing due to lack of time, and times others are being impacted by the way you use your time and theirs. With that information, you can begin to focus on what types of tools might be most helpful to you.

Susan Gerke is the president of Gerke Consulting & Development and "helps people work better, together. Susan's focus since 1989 has been in designing, customizing and implementing leadership and teamwork programs meeting the needs of executives, managers, and employees in a wide number of companies and industries. Her recent co-authored book, Quick Guide to Interaction Styles and Time Dynamics, provides many tools to help people struggling with time



Why isn't coaching working in your organization?

(And two counter-intuitive insights to design it so it does)

It's a golden age for coaching...

Coaching is everywhere. It's featured in the *Harvard Business Review*. It's mocked by Dilbert. You can't walk into the business section of your local Borders without tripping over titles featuring theories and techniques on coaching. In fact, rumor has it that the entire population of California – the epicenter of global coaching – are either coaches or coaches in training...

I exaggerate. But only a little. Business coaching in the United States alone is estimated to be a billion dollar industry. Recent surveys – including one by Box of Crayons in which readers of this journal participated – estimate that between 60 and 80% of Fortune 500 companies use coaching.

But it's not all sunshine

A 2007 survey in the UK had some startling findings about the impact of coaching. They found that coaching was ubiquitous in organizations. And they found that managers wanted more coaching. And then things got interesting.

The results showed that fewer than one in four thought coaching had significantly affected their job performance, and only 20 percent felt it had significantly contributed to their job satisfaction. More than half of the respondents said coaching had slight, little or no impact on their job performance and satisfaction. Ten percent even said coaching had made them less satisfied with their jobs.

How did we get here?

So how did coaching come to be so common – and so commonly under-performing?

In the Box of Crayons survey – which 1000 professionals completed – we were particularly interested in the slippage that comes when organizations decide to take coaching in-house. Not that that's a bad thing – in fact organizations should be thinking about how to internalize coach-

ing. The question is ... what's the best way to do it?

Here are two counter-intuitive insights to help coaching flourish in your organization...

1. Never, ever try to create a "coaching culture"

As soon as an organization decides it wants more coaching – more than the ad hoc use of external coaches, which is where most organizations start – it discovers that using external coaches is rarely a scalable option: too expensive, too difficult to coordinate.

So the decision is made to create a "coaching culture" by training the managers and leaders in coaching skills. And as soon as the phrase "coaching culture" gets uttered, things begin to go wrong.

Because thinking about a "coaching culture" promotes coaching to be an end in itself, which means it becomes disassociated with strategic corporate goals – and suddenly an HR or training initiative, rather than a business priority.

According to the Box of Crayons survey, lack of senior leadership support was one of the top three barriers to coaching flourishing. However, things change when coach training is seen as a specific tactic in support to strategic initiatives. For example, training coaching in the context of a re-branding, of managing retention issues and as a sales tool for various clients.

2. Ban coaching sessions

Leaders and managers want coaching. Leaders and managers want to give coaching. The overwhelmingly greatest barrier to this happening? Lack of time.

Part of the challenge is coaching often gets presented as a formal process, a euphemism for a slightly different approach to an annual or bi-annual performance review. Even if the expectation is for more regular coaching, it's still seen

as a "sit down and let's coach" process, with an underlying belief that the coaching session needs to take as long as it takes. This is driven by the external coach role model whose sessions typically take between 30 minutes and a couple of hours.

If coaching has to be a formal, 30-minute session, then the odds are that it won't happen (particularly if it's not clearly linked to a strategic purpose). Box of Crayons has found that reframing coaching as an on-going, informal, ten-minutes-or-less intervention not only increases the likelihood that it can be fit into the daily workload, but also lessens the seriousness or weight of the conversation ("oh no, I have to coach" "oh no, I'm going to be coached").

Let coaching flourish

Coaching can be a powerful technology for change. A 2000 *HBR* article by Daniel Goleman found it to be one of the most influential and most under-utilized styles of leadership ... and seven years later not much has changed.

Do think about bringing coaching to your organization. But don't just do what everyone else is doing – it's having mixed results. Plan to bring in coaching in a way that takes into account both your company's strategic goals and your manager's daily reality.

Michael Bungay Stanier is the Senior Partner of Box of Crayons (www.BoxOfCrayons.biz), a company that helps organizations do less Good Work and more Great Work, in part through their Coaching for Great Work program. Their clients range from American Express to Xerox in North America, Asia and Europe. Michael was the 2006 Canadian Coach of the Year and was a Rhodes Scholar. You can contact him for an executive summary of the "what stops coaching flourishing in organizations" survey at Michael@BoxOfCrayons.biz

Notes From the Field

ASTD-Orange County Recognizes Volunteers

ASTD-Orange County is proud to announce the recipients of three awards to some very special volunteers within the organization.

Chapter Torch Award: Karen Wales

The Chapter Torch Award is bestowed upon members who assume responsibility for project leadership and continual involvement in a management, co-management or SIG management position. In between co-managing the Training and Technology Special Interest Group, Karen Wales designed and placed this year's Annual Membership Survey on the internet and provided leadership and support for the Eric Parks workshop.

Distinguished Service Award: Gregg Max

We present our Distinguished Service Award to a member who has been continually involved in numerous Chapter Projects/Programs and who has made a significant contribution. Gregg Max played a crucial role in our Professional Development team, creating and delivering a class for the Delivery Skills workshop and delivering a Total Trainer session three times in 2007. Additionally, Gregg provided leadership and support for the Delivery Skills workshop by obtaining a site for the workshop, setting up tables and arranging coffee for the group. His behind the scenes help and suggestions that he provided throughout the year ensured the success of our trainer education programs.

Rookie of the Year: Matt Janosik

The Rookie of the Year is an outstanding new member who has been active in numerous projects. Matt played a major role in planning, coordinating and facilitating all workshops and monthly learning events for 2007.

Special Recognition

We'd like to provide special recognition to individuals who made significant contributions to the chapter in terms of hours and responsibilities.

Shae Frichette (Balloon)
Kathleen Harcharik
Janet DiVincenzo
Edward Brandt

2007 ASTD-OC Volunteers — We Thank You!

So many enthusiastic volunteers have committed their talents, energies and time to making our 2007 ASTD-OC chapter a strong, professional community and resource! Take a moment to personally thank as many as you can. Ask them about their volunteering experiences. And then, if you haven't yet taken the step, figure out how you, too, can get involved and make a difference in 2008!

Board Members

Kari Caldwell
Anthony Harmetz
Donna Jensen
Mark Johnston
Linda Kulp
Paul Venderley
Rich Wong
Lee Ann Zambrano

Volunteers

Steven Belisle
William Belisle
Jean Barbazette
Fran Berman
Steven Brownson
Steve Bruno
Karen Carlsen
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David Ward
Kathleen Wilson
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SIG Events

Career Management

SIG Leader: Rod Kempton ❖ (949) 387-6850
rodkempton@yahoo.com

Life Coach and SIG Leader Rod Kempton provides a community of support for those who seek assistance during a transition, and resources for individuals who are in a season of career exploration. No specific meeting topics are prepared; rather, Rod prefers to focus on the individual needs of meeting attendees to ensure that each is given a path to succeed.

Next Meeting: Thursday, January 10. ❖ 7:30 am – 9:00 am

Location: Diedrich's Coffee House: University Town Center, Campus Drive, Irvine (next to Trader Joe's)

Technology and Training

SIG Leaders: Karen Wales ❖ (949) 770-2383
and David Ward ❖ (949) 362-2050 ext. 305

Next Event: eLearning vs. Face to Face: How to Design for the Differences
❖ Wednesday, January 9 ❖ 4:30 pm – 6:00 pm

Classroom designers and instructors have a good head start when it comes to designing for e-learning, but the computer delivery and lack of an instructor require e-learning designers to adopt some new techniques. In this session you will be introduced to two key areas of difference in designing for e-learning versus classroom training:

1. **Visuals:** e-Learning is a visual medium. Those used to creating a text-based participant guide need to think visual. Designers need to constantly ask themselves: What is the student seeing? In this session, you will explore the types of graphics and other media that can give your students what they need in order to learn.
2. **Interactions:** All good instructors know that they need to engage their students. How is this done without an instructor? This session will show you the key components of an e-learning interaction and some of the many types of interactions available to e-learning designers. You will also practice creating an e-learning interaction interface.

For more information, please visit the Training and Technology SIG page on the ASTD-OC web site.

Location: OC Fire Authority, 1 Fire Authority Rd., Irvine, CA

Organizational Development

SIG Leader: Sangeeta Gupta ❖ (714) 962-0190 and Karen Carlsen ❖ (949) 930-3277 ❖ ODSig@astdoc.org.

Next Event: Tuesday, January 8, 2007 ❖ 11:30 am – 1:30 pm

Location: Chapman University College, Irvine Campus: 7545 Irvine Center Drive, Suite 150, Room 11, Irvine, CA

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