
Message from the President

New Meeting Location for 2014 Announced

It's likely that as a learning professional you are aware of the importance of a good learning environment. There are a number of factors that come into play to make to create a good environment. Just as there are a number of factors that help make our monthly meeting location a success. Location, room to eat, room to meet, and room to move around and meet other learning professionals.



For the past few months, our chapter has been in search of the right environment for monthly meetings... I am pleased to announce that our chapter has a new home for luncheons. We will be meeting at **Bethel University** for the remainder of the year! We are so thankful to Terika Anderson and the Bethel staff for sharing their facilities with us. I also want to thank our membership for their patience as we have been exploring different locations. Despite all of our moving around, we have had a number of first time visitors. Thank YOU.

Our new location will allow us ample elbow room to socialize and to grow our attendance. I encourage you to come out and join us at Bethel University at 5885 Ridgeway Center Parkway, Suite 100. Lunches will be provided by The Finishing Touch Catering. I'm sure you'll enjoy it!

I'm also pleased to announce a new benefit for your our membership - for each chapter event you attend, you will get one entry into a drawing. We will draw for two free chapter memberships at the end of the year. We also have some other exciting plans that we'll be sharing at our chapter meetings. More good things to come!

On a final note: I want to say how much I enjoyed the first Munch & Mingle on the Third Thursday of February. I will host a Munch & Mingle each quarter, so keep an eye out for the next scheduled event!

Leonard Cochran, CPLP
ASTD Memphis President - 2014
President@astdmemphis.org
901.605.6231

Upcoming ASTD Memphis Events

March 11th – Leadership through Followership

Date: Tuesday, March 11th, 2014

Presenter: Evan Nelson

Location: Bethel University
5885 Ridgeway Circle #100
Memphis, TN

Time: 11:30 a.m. – 1:00 p.m.

During this presentation, participants will learn:

- Leadership definition
- An enhancement-measuring and evaluating leadership excellence
- Leadership through followership- a key resemblance of leadership today

Evan Nelson is an Organizational Development Consultant for the Center for Education and Organizational Development at Baptist Memorial Health Care Corporation. He completed his Associate's Degree from Southwest Tennessee Community College, his Bachelor's Degree from Christian Brothers University, his Master's Degree from the University of Phoenix, and currently in the final phases of completing his PhD in Human Services. His career path has compiled of creating organizational alignment across systems and embodied efforts primarily in leadership development. His area of expertise and concentration is in leadership development and executive coaching.

April 8th – Developing Learning for a Global Audience

Date: Tuesday, April 8th, 2014

Presenter: Gretchen Stroud

Location: Bethel University
5885 Ridgeway Circle #100
Memphis, TN

Time: 11:30 a.m. – 1:00 p.m.

Many learning programs are developed to span a global audience, reflecting the realities of an increasingly globalized world. Beginning the design and development process with some careful considerations in mind will ensure that your project is more likely to be delivered on time, on budget and with maximum impact across your global learning audience.

Gretchen Stroud currently serves as the Director of Learning for Full and Focus Service Brands within the Hotel and Owners Colleges of Hilton Worldwide University. She has worked in the hospitality industry for more than 11 years in a variety of roles within learning/talent development, international training and communications, and owner and franchise services. Prior to entering the

Upcoming ASTD Memphis Events

hospitality world, she served as a Teach for America corps member.

May 13th – Increasing Learner Retention through the Use of Mnemonics

Date: Tuesday, May 13th, 2014

Presenter: Dr. James B. Lewis, Jr., M.D.

Location: Bethel University
5885 Ridgeway Circle #100
Memphis, TN

Time: 11:30 a.m. – 1:00 p.m.

Mnemonics have been a useful learning tool since the time of ancient Greeks. Mnemonics have been particularly helpful in the practice of medicine where prompt recall by physicians is needed to diagnose and treat illnesses. Mnemonics are useful not only in medicine, but in a whole host of disciplines. This session will explore the history of mnemonics, the learning theory behind them, and the proper construction of mnemonics (Hint: Scrabble tiles are helpful).

Dr. James B. Lewis, Jr., serves as Associate Chief of Staff for Education at the VA Medical Center in Memphis. He is also Professor of Medicine at the University of Tennessee. He is certified by the American Board of Internal Medicine. He is a graduate of the Johns Hopkins School of Medicine and a Fellow of the American College of Physicians. He teaches medical students and residents on a nearly daily basis. He has won a number of teaching awards in part because of the use of memorable mnemonics. His special interests are medical education, multiple choice question composition, physical diagnosis, and medical mnemonics.

2014 Theme & Goal: Work Smarter

Mission

To provide *knowledge, leadership and professional development* for our members to meet workplace learning and performance challenges.

Vision

To be *the* professional association recognized as *the ultimate resource, advisory group and network* in the Mid-South for workplace learning and human performance improvement.



New and Renewal Members

On behalf of the Chapter, we want to express our thanks to the people who either joined or renewed their membership during January 2014.

NEW

*Johna Sizemore
Inspired Learning, LLC*

RENEWAL

*Judy Bookman
Lindsey Shepard*

Calling all Presenters!

ASTD Memphis is seeking presenters for luncheons throughout 2014. If you or someone you know can share expertise in one of the following fields, please contact our 2014 VP of Programs, Chuck Jones, at programs@astdmemphis.org.

- Knowledge Management
- Coaching
- Integrated Talent Management
- Managing Learning Programs
- Evaluating Learning Impact
- Learning Technologies
- Training Delivery
- Instructional Design
- Performance Improvement
- Change Management

Member Spotlight: Meet One of Our ASTD Memphis Members!

Ayn Maddox, D.M.

If you've ever been in a situation where you had to reinvent yourself, you know what the past two years have been like for Ayn Maddox. "A few years ago, I thought I was in the last job I'd ever hold and was headed for the sunset of my career. I was working on an exit strategy." But, as so often happens, God had other plans.

Ayn started her career in retail management with a Fortune 500 regional marketing area office. During her career, she has orchestrated three start-up operations: a highly successful state-wide micro-marketing program for a large national retail firm; the creation of a public relations and consumer affairs department, instituting a regional 800 consumer comment line for a five state area; and the creation of a professional sales academy for a nationally known manufacturing organization headquartered in Memphis. For almost seven years, Ayn facilitated an intensive self-development program out of the local office of an international consulting network. She worked for a year as a consultant leading a large knowledge management project for a local chemical manufacturer and then went on to lead a cutting edge online simulation-training project for the customer service department of an international Fortune 100 package delivery company while working with the local office of an international dot com. And along came the opportunity to be responsible for the knowledge acquisition and skill development of a population of 1,200 leaders for a large area healthcare system.



"I've done a lot of different things in business and thought I had done about everything I wanted to do." Then came big changes and the opportunity to reinvent herself once again and head in a new direction. Focusing on the tasks she loved most while developing people in her last job, Ayn joined a group of "evangelists for the entrepreneurial spirit" – a hot, local marketing strategy company. "Having the chance to coach a variety of people from all different industries in a variety of roles, conduct focus groups and do social science research takes me back deep into my doctoral area of study, which is great. But what has thrilled me most is being able to do human resources the way I believe human resources should be done in a company. That to me has been most thrilling and energizing of all. I LOVE it!"

Ayn was the 1996 president of the American Society for Training and Development (ASTD) - Memphis Chapter, is a Toastmasters International CTM, has been active as a volunteer for various local non-profit organizations for many years, served on the Board of the Memphis Food Bank, as well as being a featured presenter for various groups locally and nationally including the United States Postal Service Southeastern Region and ASTD regional and national offices. Ayn is the managing partner of CreativExpressions, her

Member Spotlight: Meet One of Our ASTD Memphis Members!

human capital development company that specializes in individual or group transformational processes designed to unleash untapped human potential and make individual and organizational goals a reality.

ASTD Memphis Launches Membership Recognition Program

ASTD Memphis is excited to announce the launch of our membership recognition program. **YOU are the nucleus of ASTD Memphis!** Here are some ways we are increasing the value of your ASTD Memphis membership!

- At each monthly luncheon, we will have a drawing for two \$5 coupons that can be redeemed when registering for luncheons sponsored by ASTD Memphis.
- For every ASTD chapter event you attend, your name is entered into two drawing to be held at our December meeting. We will be drawing for two free ASTD Memphis memberships with \$50 each!
- Starting in April, all new members will receive a \$5 coupon that can be redeemed when registering for luncheons or other events sponsored by ASTD Memphis.
- New members and/or first-time attendees to a luncheon will have a colored dot placed on their nametags so that others can greet, welcome, and network with them.

Newsletter Volunteers Needed!

ASTD Memphis is seeking volunteers to help with our newsletter on a bi-monthly basis. If you're interested in helping out "behind the scenes," contact newsletter@astdmemphis.org.

January and February Luncheons - You Should've Been There!

Building a Culture that Delivers a Branded Customer Experience

submitted by Nedra Bailey

Don Hutson, from Methodist Le Bonheur Healthcare (MLH), spoke with the ASTD Memphis Chapter on January 14, 2014. Don's message emphasized culture building through the power of one.

Mr. Hutson stated that the culture of a company can be identified by the words people use, whether positive or negative. Culture is "the way we do things around here." It is shown in values, mindsets, behaviors, attitudes, beliefs, hearts and spirits. Culture is built one conversation at a time through one employee at a time.



Don explained the history of culture building at MLH. He said that the guiding behavior of culture building at MLH began with the word "I." Employees found it motivating to read the Power of One pocket guide which displayed personal stories of success from MLH employees. The Power of One service principles included the following: Make a connection, Listen to understand needs, and Honor commitments...MLH.

To instill the culture of the Power of One service principles into the mindsets of MLH employees, the training team of MLH proposed leader-driven conversations. From May to August, the team concentrated on Make a connection. From September to November, the emphasis was on Listen to understand needs. Lastly, from December to February, Honor commitments became the important service principle to train. The goal of the Power of One service principles was to build a capacity of leaders at MLH, one employee at a time.

MLH is the number one healthcare company in the city of Memphis and is number two in the region. Mr. Hutson stated, "Create a filter in an organization and employees will focus on organizational success." The Power of One pocket guide and its service principles create the filter on which MLH employees focus: "Make a connection, Listen to understand needs, and Honor commitments...MLH."

January and February Luncheons - You Should've Been There!

The Marshmallow Challenge: A Teambuilding Experience

submitted by Chuck Jones

The meeting began with an Olympics-themed icebreaker. Each participant received a card with the name of an Olympic sport. Inside the card was a “discovery” question to ask someone to learn a fun fact about them. Participants had to find the other person in the room with a card labeled with the same sports name, introduce themselves, then ask the discovery question inside the card. The questions came from the “Creative Juicers” card series.

Due to a last-minute change in travel plans, Madan Birla (our scheduled speaker) had to cancel his presentation. He has agreed to reschedule for the June luncheon. In his place, Chuck Jones conducted the Marshmallow Challenge, a fun and instructive design exercise which encourages teams to experience simple but profound lessons in collaboration, innovation and creativity.



The task is simple: In 18 minutes, teams must build the tallest free-standing structure out of 20 sticks of spaghetti, one yard of tape, one yard of string, and one marshmallow. The marshmallow needs to be on top. Six teams of four members competed. When time was called, most towers remained standing except for one – which immediately came crashing down. The winning team’s tower was nearly 27 inches tall! The debriefing presentation stressed the topics of prototyping and planning, collaboration, the iterative process, and the use of incentives to magnify outcomes.

Finally, participants were encouraged to identify the “marshmallow” in each of their projects and keep it in mind as they plan their projects. If you want to conduct your own marshmallow challenge, you can download instructions and accompanying PowerPoint presentation at www.marshmallowchallenge.com.

Special thanks to Chuck for stepping in in Mr. Birla's absence! If you're interested in attending Mr. Birla's presentation in June, he'll be presenting in June.

January and February Luncheons - You Should've Been There!



Can Imagination Improve Performance?

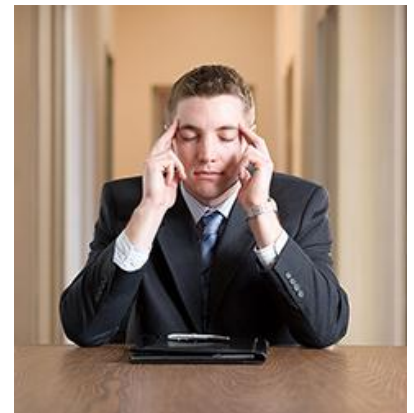
written by Patrick Mileham, Director of Editorial Development at NexLearn

recommended by ASTD Memphis member Pattie Barnes

“There’s a force in the universe that makes things happen; all you have to do is get in touch with it. Just let things happen...and be...the ball.” – Ty Webb

We laughed when Chevy Chase’s character offered that nugget of wisdom to Danny the caddy in the movie “Caddyshack.” But is there any real-world truth to Ty’s belief that if we imagine it, it will happen? Two psychologists think so.

In a study featured in Psychological Science, Washington University psychologists Christopher Davoli and Richard Abrams suggest that the imagination may be more effective than we think in helping us reach our goals.



Here’s how it played out. Researchers instructed a group of students to conduct a visual search task while imagining that they were holding the computer monitor they were looking at (not actually holding the monitor, just imagining that they were holding it). Members of another group, meanwhile, were instructed to perform the same task while imagining their hands clasped behind their backs. Of the two groups, students that imagined holding the monitor spent more time and effort on the task and conducted a more thorough analysis. Davoli and Abrams suggest that simply imagining to perform a task may have effects similar to actually performing the task. The dynamic research duo claim “the imagination has the extraordinary capacity to shape reality.”

The mindset of students can dramatically affect the effort they put toward—and the knowledge they take away from—a learning experience. We know that a negative attitude can affect performance during a training session. Some employees may think they already know everything there is to know about their job and shouldn’t be forced to take an e-Learning course, while others believe they’re too busy to fit training into their schedules. No matter the excuse, a negative attitude typically creates a negative learning experience.

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Good Readings for Learning Professionals

In an article for Wired magazine, University of California Associate Professor John Seely Brown and visiting scholar Douglas Thomas describe how online gaming and simulations disguise learning so participants are more willing to enter the experience with an open mind.

“Unlike education acquired through textbooks, lectures, and classroom instruction, what takes place...is what we call accidental learning. It’s learning to be—a natural byproduct of adjusting to a new culture—as opposed to learning about. Where traditional learning is based on the execution of carefully graded challenges, accidental learning relies on failure. Virtual environments are safe platforms for trial and error. The chance of failure is high, but the cost is low and the lessons learned are immediate.”

The authors also explain how using games and immersive learning simulations can promote more comprehensive learning.

“...The learning [in games and simulations] ...is tied to practices but those practices are not solely the practices of game play or even skills such as resource environment. They are, instead, the skills of learning how to use one’s imagination to read across boundaries and be able to find points of convergence and divergence...to understand their relationships to one another.”

The key message here is to never underestimate the power of imagination. Create interactive and engaging e-Learning courses that challenge and immerse learners in the course concepts and instructional material. The more active employees are in their learning process, the better chance they have to experience the “aha” learning moments that allow them to reach their goals...and be the ball.

Newsletter Volunteers Needed!

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76 Tips on Turning Instructional Design Challenges into Successes

contributing editor, Karen Forni

recommended by ASTD Memphis member Fair Josey

Failures and mistakes aren't necessarily bad things, especially if they happen when you're trying something new. It's how you react to them that makes or breaks a project.

eLearning, mLearning, and other learning-related projects are highly prone to mistakes and failures. Besides the inherent risk of trying new things, there are so many issues that can arise in learning projects. You can take steps to avoid some of these issues, and to minimize the project impact if they do happen, but some element of project failure is almost inevitable because so many factors are beyond your control.

While learning from your own mistakes and failures is valuable, learning from others' mistakes and failures can be both valuable and painless. In this eBook, 13 learning professionals who have dealt with numerous learning disasters and challenges give us their best tips for dealing with learning-project mistakes, failures, and other challenges. Topics covered include:

- Avoiding and resolving issues through effective communication
- Managing project scope and expectations
- Planning
- Designing, developing, and delivering for success and improvement
- The people factor
- Identifying and developing resources
- Addressing and learning from mistakes and failures

Click here to download the full report: <http://bit.ly/1dmjwOE>.