

---

*Message from the President*

---

## **Start Smart ... Finish Strong!**

Greetings,

It's December and the year is almost over. Most of us are probably reflecting back on 2011 and looking forward to 2012. It still amazes me on how quickly time flies. Your ASTD Memphis Board has had a busy year and looking forward to a busier 2012. Please check your email in the coming weeks for our annual Membership Survey. The survey is important to our chapter's leadership success. We want and need your feedback to add value to our members and to the communities we serve.



We want to end the year with a little learning and fun. Are you looking to learn a little something to top off your year? Please consider joining us for a one-day seminar on Employee Engagement scheduled for Friday, December 9, 2011 from 7:30 a.m. to 4:30 p.m. at Southwest Tennessee Community College. Are you looking for a great networking opportunity that throws in a little fun and lets you check a few Holiday Gifts off your list? Please consider joining us Tuesday, December 13, 2011 from 6:00 p.m. to 8:30 p.m. at Hyatt Place Wolfchase. You can register for both events at [www.astdmemphis.org](http://www.astdmemphis.org).

I look forward to seeing you soon. Remember, if you are interested in volunteering or joining a committee, please contact me at [president@astdmemphis.org](mailto:president@astdmemphis.org)

**Happy Holidays ... Finish Strong!**

Debra Bennett  
ASTD Memphis  
Chapter President

---

## **Quote for the Month**

*“Only as high as I reach can I grow,  
only as far as I seek can I go,  
only as deep as I look can I see,  
only as much as I dream can I be!”*

*Karen Ravn*

---

## *Upcoming Events*

---

### **December 9<sup>th</sup> – Employee Engagement Seminar**

---

**Date:** Friday, December 9, 2011

**Location:** Southwest Tennessee Community College  
Macon Campus  
5983 Macon Cove  
Memphis, TN 38134

**Time:** 7:30 a.m. - 4:30 p.m.



The day will begin with breakfast served by the culinary school. Then there will be a day packed full presentations from the President of Southwest Tennessee Community College, the Chief Learning Officer of FedEx and the President of the Better Business Bureau. There will also be a motivational talk from Dale Carnegie training and an engaging coaching activity. In the afternoon, New Horizons will share the tips and tricks when using Adobe InDesign. Breakfast and lunch are included.

### **December 13<sup>th</sup> - Winter Wonderland Auction**

---

**Date:** Tuesday, December 13, 2011

**Location:** Hyatt Place Memphis/Wolfchase Galleria,  
7905 Giacosa Place  
Memphis, TN 38133

**Time:** 6:00 p.m. – 8:30 p.m.



This is our traditional social gathering where we hold our Bucks Auction. Lots of fun for everyone and no one goes home empty-handed. You help make this event a success year after year by contributing one or more items on which your fellow ASTD members can bid. This is an excellent way to help show case your interests personally and professionally as well as products or services on behalf of your company, vendors, clients, etc. Please consider making a donation to this year's auction by bringing your items to our ASTD monthly meeting. Any board member or auction committee member will be happy to take your donation.

Please contact Tiereny Tunstall, our Auction Committee chair, regarding questions or donations @ 901-379-1670.



---

*Welcome 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 November 2011.

---

**RENEWAL**

**NEW**

---

Ayn E. Maddox, Ph.D  
Director, Leader Development  
Methodist Le Bonheur Healthcare

Fabayo Powell  
Director of Human Resources  
Girl Scouts Heart of the South

John Churchill

Leonard Cochran, CPLP  
Instructional Designer  
Hilton Worldwide

Rodney "Evan" Nelson  
Organizational Development Consultant  
Baptist Memorial Health Care Corporation

**Thank you  
for being an  
ASTD member!**

---

*Meet one of our Active Members*

---

*Justin Keeton*



Justin is a Development Specialist in Organizational Development at Methodist LeBonheur Healthcare. Justin is responsible for developing and facilitating leadership classes. He works with intact work teams within the Methodist LeBonheur Healthcare system. He trains internal leaders to be coaches and coordinates the deployment of internal coaching resources throughout the system.

Prior to joining Methodist, Justin spent over 10 years in the behavioral health field doing adventure based counseling. He also has an extensive background in challenge course design and facilitation. He used challenge course elements to accelerate learning experiences for a wide variety of behavioral health groups as well as with local corporate and community based organizations including Christian Brothers University, FedEx and Jimmy Dean Foods. Justin has been an active member of the Memphis chapter of ASTD since 2009. He is also a member of the Memphis Coaches Network. He graduated from University of South Alabama and is currently pursuing a Masters in Training and Development from the University of Memphis. Justin holds multiple certifications in challenge course facilitation and management. He is DISC certified. He is licensed to facilitate Corporate Coach University's 2-day coaching certification course.

Justin is a native of Suffolk, England. He moved to the states almost 20 years ago. Justin is married and has two lively boys that have added a tint of grey to his receding hairline. Justin enjoys learning, helping others, remodeling work, travel and doing what his wife tells him to do. Justin is also an avid triathlete and most days can be found, swimming, biking or running somewhere.



---

*Good Readings for our Learning Professionals!*

---

***Better, Smarter, Faster: Web 3.0 and the Future of Learning***

How are the Semantic Web, Mobile Web, and the immersive Internet changing the way we learn and deliver learning?

By Michael Green

The growing and central role of technology in organizational learning can be characterized as both a boon and a burden. While the benefits of emerging technologies are broad and unprecedented, it is nearly impossible to keep pace with the rapid evolution of these tools. Even as today's technology experts discuss artificial intelligence, immersive virtual worlds, and the future of mobile devices, many organizations are still wrestling with how to best leverage online learning.

As noted in ASTD's recent study, *The Rise of Social Media*, learning functions have not fully adopted many of the tools, technologies, and concepts associated with Web 2.0, and yet the next evolution of the web—often referred to as Web 3.0—is upon us. The latest ASTD research study, *Better, Smarter, Faster: How Web 3.0 Will Transform Learning in High-Performance Organizations*, investigates the various components of Web 3.0 and how they might influence the future of learning, with an emphasis on the practices of high-performance organizations.

**Web 3.0 defined**

Rather than a collection of technologies or applications that can be purchased or installed, Web 3.0 represents an evolutionary shift in how people interact with the web, and vice versa. For the purposes of this new study, Web 3.0 comprises three basic components: the Semantic Web, the Mobile Web, and the immersive Internet.

The Semantic Web refers to technology whereby software can understand the meaning of data and use natural language searches. It creates a customized experience where information is tailored to the users' needs, location, and identity. The Mobile Web allows users to experience the web seamlessly as they move from one device to another and one location to another. In the immersive Internet, virtual worlds, augmented reality, and 3-D environments are the norm. Evidence suggests that when these three components are incorporated into the organization's learning function, both learning and market performance increase.

**The future of the learning function**

Although some of the concepts and technologies may seem foreign or even implausible, there is general consensus that a fundamental shift in how we interact with the web is taking place. Standards are continuously being created to make web-based data and information smarter. Mobile devices are becoming more powerful and versatile, making almost any kind of Internet activity available on the go. Immersive and virtual environments are becoming richer, more complex, and especially more relevant to the business of learning.

---

*Good Readings for our Learning Professionals!*

---

Applications will become smarter, the Internet experience will become more immersive, and people will increasingly interact with the web via their mobile devices. This shift will be felt just about everywhere that our lives intersect with technology, including organizational learning. What remains to be seen is how much of an effect it will have, and how soon. Nevertheless, the majority of study participants believe that Web 3.0 will positively influence learning and organization development.

### Organizational learning and Web 3.0

Many learning functions still struggle to keep up with Web 2.0 capabilities, let alone delve into the high-tech future of Web 3.0. It is therefore no surprise that Web 3.0 technology has yet to be fully incorporated and used in mainstream learning environments.

Corporate data search functions are often not as robust as necessary, search results generally do not provide the best answers, and the information provided often only partially relates to the search request. Web 3.0 technologies offer smarter searches with better, more targeted results, and therefore higher quality information acquisition in a shorter time.

Although the Mobile Web is seen as the main component of Web 3.0 by study participants, there is reportedly very little learning currently occurring on mobile devices. Although the immersive, virtual components of Web 3.0 have been used for years in the learning field, the use of virtual worlds, simulations — other immersive technologies are underutilized in the corporate training and development sector. These tools are ripe for adoption by corporations— most agree that Web 3.0 technologies are the way of the future.

Better, Smarter, Faster: How Web 3.0 Will Transform Learning in High-Performance Organizations finds that organizations that are leveraging the latest technologies for their learning functions are also reaping the benefits. In fact, having people in the learning function and in IT who are focused on Web 3.0's role correlates with both a successful learning function and high market performance.

### Key findings

The study examines the ways in which Web 3.0 technologies affect and influence learning today and the impact that they may have in the future. Some of the key findings include:

- High-performing organizations are more likely to have learning functions that are open to emerging technology and to use that technology to solve business problems.
- The use of mobile devices for learning is correlated with market performance and highly correlated with effective learning. An increasingly mobile web experience is seen as the hallmark of Web 3.0.
- Web 3.0 technologies promise to make it easier to find and interact with the right content and subject matter experts.



---

*Good Readings for our Learning Professionals!*

---

- The use of virtual worlds, simulations, augmented reality, and multiplayer gaming technologies for learning are expected to increase dramatically in the next few years.
- As with any technological advancement in the learning function, budget constraints and lack of leadership buy-in are viewed as the biggest obstacles to adoption.

For learning practitioners, now is the time to be proactive and ready to change with the seismic shift from Web 2.0 to Web 3.0. Mobile learning, immersive technologies, and the Semantic Web are custom made for learning.

Michael Green is ASTD research manager; [mgreen@astd.org](mailto:mgreen@astd.org).

The full report Better, Smarter, Faster: How Web 3.0 Will Transform Learning in High-Performance Organizations is available at [www.astd.org/content/research](http://www.astd.org/content/research).

“Copyright © April, 2011 from T+D. Better, Smarter, Faster : Web 3.0 and the Future of Learning. Reprinted with permission of American Society for Training & Development.”

---

If you would like to share with our ASTD Chapter members a good book summary and/or an article, please send us an email to [newsletter@astdmemphis.org](mailto:newsletter@astdmemphis.org). Your knowledge and expertise are greatly appreciated.

---

*You Should Have Been There! – November’s Event Summary*

---

**“Death of the Single Learning Event”**  
Presented by Dr. Kevin Moore of Tier 1 Performance Solutions

**Review written by Christopher Neudecker**

Kevin opened the presentation by asking, “Why utilize design instruction?” Although his statement injected sarcasm, he wanted to engage the audience and to have audience members to think about *why* learning organizations use instructional design methods in their training programs. To highlight the importance of his opening statement, Kevin discussed a timeline of training. The first recognized training style was the Socratic method. This method was utilized by the socially, and economically, elite members of Greek and Roman societies. Citizens would stand in plazas and discuss philosophical questions that challenged people’s critical thinking skills, and debate skills.

The next generational training methods were predicated on agriculture and industry. The broad based training styles dealt with speed and process. How to accomplish training in an expedited fashion while teaching multiple parties? Yet, the premise still focused on “doing something” and not “improving” something. As time progressed, learning became a science. WWII forced training to become more systemized than the previous versions. The new standards created processes that allowed for logistics, mapping, and engineering to occur. Then there was a need to retrain soldiers returning from the war.

After the historical overview, Kevin asks the audience, what is the standard learning model now, and why doesn’t it work well for most organizations? The answers were, “lack of experience, expertise, attitudes, and ego.” Kevin agreed and took it a step further by saying learning differences are also based on gender, generation, culture, learning styles, emotion, and varied experiences. In order to effectively combat these learning obstacles, Kevin suggests utilizing self directed learning methods, while incorporating Neuroscience as an assistance tool. Neuroscience is a process that helps understand how people learn through the use of science. It assesses a person’s schema and recognizes how they operate. Additionally, neuroscience can address problems learners face due to their schemas *fixed* style. Kevin continues by saying neuroscience and statistics will help designed training models that reach the greatest core of learners. Unfortunately today, most training models are not created to meet the needs of those who fall outside of the core learning models. Thus, training programs are only meeting the needs of about seventy percent of our employees at best. Hence, the need for Tier 1 Performance. Time ran out on Kevin but he did a great job of opening the audience’s eyes to the use of neuroscience and how to recognize that the *one size fits all* training methods should become a thing of the past.

**Recommended Readings:**

Friedman, T. (2005). *The World is Flat*. Farrar, Straus, & Giroux: New York, NY.

**Contact Information:**

Kevin Moore, Ed.D. 858-393-5297, [k.moore@tier1performance.com](mailto:k.moore@tier1performance.com), [www.tier1performance.com](http://www.tier1performance.com)