
Upcoming Events

Start Smart ... Finish Strong!



Greetings ASTD Memphis Members,

Happy 4th of July! Half the year is almost over. Time flies. Summer is here and I'm sure many of you are taking vacations or just relaxing at home. Whatever the case may be, I wish you safe travels and an enjoyable summer. I look forward to seeing each of you at the next luncheon.

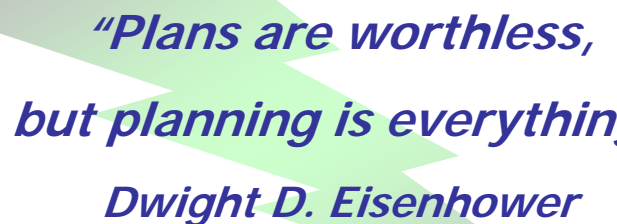
The luncheons will be held at a different location after July. Due to the Holiday Inn Select is closing for renovations. A new location will be announced for the August luncheon soon.

We have our joint meeting with SHRM coming up in October. If you would like to help with the planning committee, please contact our VP of Programs, Steven Aronson at programs@astdmemphis.org.

Until next time . . . **Start Smart . . . Finish Strong!**

Debra Bennett
ASTD Memphis
Chapter President

Quote for the Month



*"Plans are worthless,
but planning is everything"*
Dwight D. Eisenhower

Upcoming Events

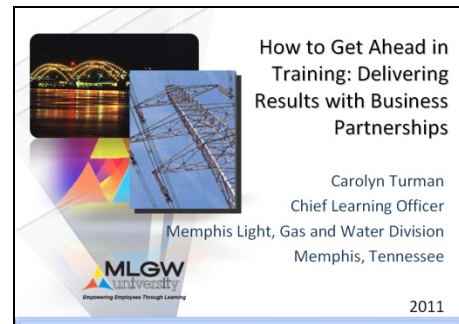
July 12th - How to Get Ahead in Training - Delivering Results with Business Partnerships

Date: Tuesday July 12, 2011

Presenter: Carolyn Turman, Chief learning Officer
Memphis Light, Gas & Water Division

Location: Holiday Inn Select Hotel
5795 Poplar Avenue
Memphis, Tennessee 38119

Time: 11:30 a.m. - 1:00 p.m.



Business leaders in every industry are challenged to keep pace with the growing demands of running a successful business. The rapid changes taking place in technology, coupled with the impacts of increased competition, challenge even the best of strategists. Accelerating emphasis on recruiting and retaining top talent is seen in most every organization. Therefore, now more than ever, Training and Development has the opportunity to “carve out” a new role as a true business partner with internal clients/customers.

In this session you will learn how to:

- Proactively approach business units and develop strong partnerships
- Link business strategy to the instructional design process
- Evaluate initiatives to demonstrate the added value of training & development to business results
- Aid business partners in adapting to the changing needs of the business
- Develop a strategy for one of your business partners

As always, we've made it easy for you to register and pay using PayPal. Just visit www.astdmemphis.org and click on the desired hyperlink in the Upcoming Events column.

Our chapter is charged for all meals based on reservations received. We will bill members who make a non-Paypal reservation and do not attend the meeting. To avoid this necessary billing, please cancel your reservation by emailing logistics@astdmemphis.org at least 24 hours before the event.



Upcoming Events

August 9th - Creating a Learning Organization for a Global Company, New Realities and Business Challenges

Date: Tuesday August 9, 2011

Presenter: Dennis Reber
Managing Director, HR Development
Global Organization Learning Design & Services

Location: T.B.A

Time: 11:30 a.m. - 1:00 p.m.

In today's fast paced business world, tomorrow's success depends on the learning and development programs you are implementing today. Emerging markets and the uncertainty of the economy are the new realities businesses face in creating a learning organization for a multigenerational workforce..

Dennis Reber will discuss how HRD is leading the way to ensure FedEx Express instills and maintains its legacy PSP culture, manages talent and succession planning, provides leadership and development programs, administers surveys, incorporates measurement and provides for individual self development.

Express HRD received the TOP Training 125 Award for Best Practices in 2011 for the Destination Success for All coaching program. Dennis will also discuss why coaching is a critical component in leadership and development and how we are expanding this consultative role in FY12.



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 June 2011.

RENEWAL

NEW

*Barbara Taylor
VP of Administration
Makowsky Ringel Greenberg, LLC*

*Gretchen Stroud
Director, Global Learning
Marriott International*

Thank you
for being an
ASTD Member!

*Rachel Kohr
Instructional Designer
Hilton Worldwide*

*John Pugh III
Claims Trainer
Direct Insurance*

*Mitzi Draper
Sr. Strategic Sales Education Specialist
FedEx Services*

Meet one of our Active Members

Ayn Maddox, D.M.

Dr. Ayn Maddox is a Human Development and Organizational Culture professional, currently in the role of Director of Leader Development for Methodist Le Bonheur Healthcare, the second largest private employer in the Memphis area. Ayn is responsible for management skill training and leadership development for almost 1,200 leaders at 7 hospitals and 1 affiliated services facility. New to MLH, Ayn conducted a system-wide needs assessment with leaders resulting in significant changes in the training curriculum as well as the annual leadership institute, a program that prepares strong MLH leaders for expanded roles. She has been responsible for introducing a coaching environment at MLH in support of the culture shift to Patient- & Family-Centered Care taking place in the organization. There are over 25 internally certified coaches at MLH now and the number continues to grow. All of these changes, including the regular use of a 360° performance feedback tool are based on the revised MLH leadership competencies. Ayn lead the competency revision as well as the creation of a Leader Competency Guide that specifically outlines what levels of performance look like with regard to each of the leader competencies. Her proudest moment to date came about working with her faculty colleagues from the U of M last year when they were able to establish a solid ROI for the predominantly soft skills annual leader institute.



A former business consultant, Ayn started out in Advertising and Marketing management with a Fortune 50 company. She took her marketing area office from black and white ads to weekly four-color circular printing and automated the advertising cost charge-back to stores process with a custom-designed, proprietary computer software program. After serving as advertising manager for the Arkansas stores, she returned to Memphis to launch a Recycling/Green Initiative and start a regional customer comment line which went from initially 5 calls a day to over 350 calls a week and a system of directing customer feedback to store management for follow-up activity. Transitioning from Advertising to a Public Relations Manager position allowed for the opportunity to leap into her beloved Training and Development field with the training of 105 store managers in 5 states on how to deal with the media. After leaving corporate America for a year of operating her own company, Ayn went to work for a large national dot com, advising Fortune 500 companies in online learning creation, website and instructional design, and on knowledge management and information architecture projects. Ayn then joined Jimmy Dean Foods, a Sara Lee Company, and was asked to establish a professional sales academy for the national sales team, taking the organization from a traditional push-type sales strategy to a relationship-based strategy with a proprietary sales process she developed and taught. She has been adjunct faculty for both the U of M and STCC.

Ayn counts many friends among the members of ASTD both locally and around the country. She was the Memphis Chapter president in 1996 and has held several other roles locally. Ayn has been involved with many local charities and non-profits. She is “momma” to two four-legged furry Boobos named Jack and Jill. Ayn loves participating in all manner of creative endeavors from making and painting pottery to oil and acrylic painting to beadwork and jewelry-making. She loves the outdoors, ballroom and couples dancing, tennis, reading about self-development, traveling and attending workshops, writing, and a variety of other endeavors she barely has time for any more.

Good Books/Readings for Learning Professionals!

Seven Principles for Effective Influence

Of the many principles in Dale Carnegie's book, *How to Win Friends and Influence People*, here are some simple, yet highly effective pointers for leaders who want to build relationships and influence people in global business:

- "Remember that a person's name is to that person the sweetest and most important sound in any language." Learn how to pronounce people's names accurately and remember their names, regardless of language difficulties. For example, address them by their real name, not an anglicized nickname. It builds immediate rapport, which is the prerequisite for influence.
- "Make the other person feel important—and do it sincerely." Learn certain phrases in the foreign language, such as hello, goodbye, please, thank you, would you be so kind as to ..., won't you please, would you mind.
- "The only way to get the best of an argument is to avoid it." Particularly in cultures where saving face is paramount, losing an argument can destroy rapport with the "winner." "You can't win an argument," writes Mr. Carnegie. "You can't because if you lose it, you lose it; and if you win it, you lose it." Why? Because the loser will now feel inferior and will resent any further attempts at influence. Regardless of culture, arguments are also futile because "Nine times out of 10, an argument ends with each of the contestants more firmly convinced than ever that he is absolutely right." "...You may be right, dead right, as you speed along in your argument; but as far as changing another's mind is concerned, you will probably be just as futile as if you were wrong."
- "Begin in a friendly way" is a timeless principle applicable to any culture, as demonstrated by Aesop, who in one of his immortal fables wrote how the sun can make you take off your coat more quickly than the wind. "Kindliness, the friendly approach and appreciation can make people change their minds more readily than all the bluster and storming in the world," writes Dale Carnegie.
- "Let the other person feel that the idea is his or hers." Again, this is a timeless, international principle, as demonstrated by the writings of Chinese sage Lao-tse, 25 centuries ago: "The reason why rivers and seas receive the homage of a hundred mountain streams is that they keep below them. Thus they are able to reign over all the mountain streams."
- "Ask questions instead of giving direct orders." Asking questions makes requests more palatable, stimulates the creativity of people, gives them a feeling of importance, and saves their pride. Say things such as, "Do you think this would work?" or "You might consider this."
- "Make the other person happy about doing the thing you suggest." Here are six specific steps recommended by Dale Carnegie:
 1. Be sincere; concentrate on the benefits to the other person.
 2. Know exactly what it is you want the other person to do.
 3. Be empathetic. Ask yourself what it is the other person really wants.
 4. Consider the benefits that person will receive from doing what you suggest.
 5. Match those benefits to the other person's wants.
 6. When you make your request, put it in a form that will convey to the other person the idea that he personally will benefit.

A leader who is seen as proficient at hearing everyone, creating team synergy, and guiding teams toward the best outcomes is highly respected in an international environment. By earning respect in this way and by being inclusive and using good influence skills, a leader will be heard and followed.

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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. Your knowledge and expertise are greatly appreciated.

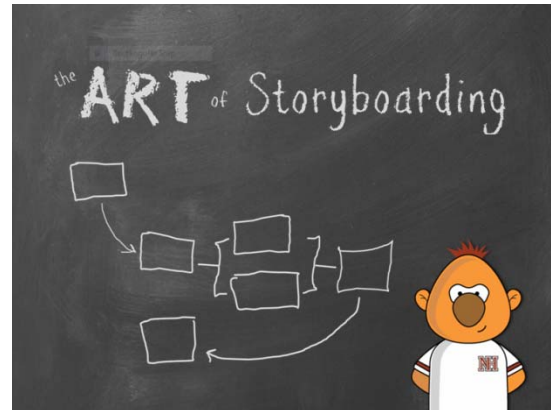
You Should Have Been There! – June’s Luncheon Summary

The Art of Storyboarding

Presenter: Kevin Thorn, AutoZone

Review written by Dr. Sylvia Joure

Kevin Thorn of AutoZone was kind enough to share his nuggets of wisdom and experience on The Art of Storyboarding in e-learning. While the definition of storyboarding is more complex, the salient points are that it is the process of visual thinking graphically displaced in sequence. The history of storyboarding began with the animation of cartoons and is often credited to the artists at Walt Disney. They would lay out by hand a cartoon with drawings and written scripts detailing the action, music, sounds and finally character vocalizations. Storyboarding became a standard tool in the performing arts and motion picture industry and migrated to design and development areas in other organizations, e.g., project management, training, and e-learning, etc. With the advent of today’s technology the program lay-out process can be standardized, expedited, and collaboratively shared with others.



In terms of the ADDIE model used to determine needs, design and develop training, and evaluate results, Mr. Thorn’s presentation focused on the development phase. Development deals with creation of training materials and the mode of delivery. In Mr. Thorn’s presentation the method of delivery was determined as e-learning. As with any project, “the more time you devote to the storyboard (planning), the less time is needed for development” and reworking your process and slides. Mr. Thorn presented a generic flow chart of a program with mission and training objectives aligned to determine the flow of material and completeness of the process. He indicated a number of pieces of software could be used for this process. Next, he pointed out a Storyboard template is developed to standardize the process, expedite the design, and reduce the clean up of media, e.g., selection of fonts, “picture” storage format, verbal and video storyboards, shot setups, etc.

The benefits of the storyboarding are that it: provides a team collaborative development and design tool; produces a visual map outlining the flow of the program and instructions; develops a guide to project manage the e-learning course; results in a storyboard workbook that pulls all the material together; and, facilitates the post e-learning edits and updating of the program. Storyboarding is particularly useful with e-learning. Often a facilitator can compensate for absent material by presenting it in response to questions from participants. However, when the facilitator does not have direct contact with participants, the detailed planning process in storyboarding can overcome this problem by anticipating more issues.

The Storyboarding process in e-learning reflects the use of an older approach with the benefits of today’s technology to produce a cutting-edge approach to distance learning. Mr. Thorn was kind enough to provide references for additional study for those who wish to incorporate storyboarding in their e-learning design process: Celtix.com; TheElearningCoach.com; www.articulate.com/blog, and ElearningConsultant.com.