
Message from the President

How Can We “Create a World That Works Better?”

In March, my two daughters, ages 10 and 11, decided to do a community service project all on their own. Because they know five people fighting cancer, they decided to do what they could to make the fight a little easier. But what could two children, without incomes, medical backgrounds or even the ability to drive, do on their own? They decided to use their innate talents to create 50 gift bags, filled with donated items, to give to patients at the West Clinic.



They made paper mâché flowers, drew hearts on paper lunch bags and wrote notes of encouragement from supplies on hand. For the items that cost money, they wrote a script and recorded a video to ask for donated items. With a little encouragement and coaching from their father, they called a hotel for a donation of hand moisturizers. (By the way, they were lucky enough to get all 50 hand moisturizers on their first call to the first hotel they tried. Thanks, Courtyard of Collierville.)

My point of telling you this story is this: they used what they had to help others. I think this act of giving is a great example for our chapter to follow. If we were to pick a group in need, and use our education, resources and talents to help them, we could certainly deliver on this year’s theme: “Create A World That Works Better.”

Please email me at president@astdmemphis.org with your ideas on how ASTD Memphis can give back to the community. I will compile the ideas and take them to the board in May to see which projects we will undertake and accomplish. Feel free to send more than one idea; I’ll keep you all posted on our progress.

Sincerely,

Steven Aronson
2013 Chapter president

Upcoming Monthly Luncheons

May 14 – eLearning Solutions: Tools and Best Practices

Date: Tuesday, May 14, 2013

Presenter: Tracy Morrison, Senior Director of Operations
Orgwide Services

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. – 1:00 p.m.

Tracy Morrison is the Senior Director of Operations at Orgwide Services and is responsible for leading the firm's production teams in the planning, development, and delivery of client products and services. Before taking on the role of Senior Director, Tracy served as the Manager of Learning and Development at Orgwide and has led the team in the design and development of hundreds of eLearning, instructor-led, virtual instructor-led, and blended training initiatives for clients spanning over 70 organizations and 16 industries.

For more information on Tracy's upcoming presentation, visit www.astdmemphis.org.

June 11 – CPLP Certification: Are You Ready?

Date: Tuesday, June 11, 2013

Presenter: Jacqueline Dutsch, Program Manager
Hilton Worldwide University

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. – 1:00 p.m.

During this interactive session you will develop strategies and discover available tools to:

- determine your readiness for the CPLP
- prepare for the CPLP exam
- select and complete a project
- identify the value of CPLP certification

You will have an opportunity to ask questions of our panelists who have recently earned their CPLP.

For more information on Jacqueline's upcoming presentation, visit www.astdmemphis.org.

Upcoming Monthly Luncheons

July 9 – Millennials in the Workplace

Date: Tuesday, July 9, 2013

Presenter: Debbie Adams,
Manager of Enterprise Learning Services
International Paper

Location: Holiday Inn – University of Memphis
3700 Central Avenue, Memphis, TN 38111

Time: 11:30 a.m. – 1:00 p.m.

Many businesses are either planning on how to prepare for or struggling to keep pace with a new generation of young people entering the workforce. This new generation has very different attitudes and desires than employees over the past few decades. What is a Millennial? Why is everyone making such a big deal about Millennials? How are they different from the Gen X and Gen Y's? What are the roadblocks for organizations? What do we do about it? Many businesses are either planning on how to prepare for or struggling to keep pace with a new generation of young people entering the workforce. This new generation has very different attitudes and desires than employees over the past few decades. What is a Millennial? Why is everyone making such a big deal about Millennials? How are they different from the Gen X and Gen Y's? What are the roadblocks for organizations? What do we do about it?

For more information on Debbie's upcoming presentation, visit www.astdmemphis.org.

Event Speakers

Do you know someone interested in speaking at an upcoming ASTD luncheon or professional development event?

Email Crystal at Programs@astdmemphis.org!

You Should've Been There!
CTI's Professional Development Event

CTI Hosts Professional Development Event



Below are snaps from the ASTD-sponsored CTI event held March 28th. Thank you CTI for your continued support of ASTD Memphis!



Check out our slideshow of images from the event on our website!

<http://www.astdmemphis.org/Default.aspx?pageId=1507269>

Thank You New and Renewal Members!

On behalf of the Chapter, we want to express our thanks to the people who joined or renewed their membership during March 2013:

NEW

Adoracion Berry
University of Memphis

Karen Sliger
University of TN at Martin

RENEWAL

Bill Burtch
Harmony Coaching & Consulting

Jana Markowitz
The Collective Mind

Robin Thomas
Syngenta



Become a Power Member!

Did you know, as a member of ASTD Memphis, you receive a discounted ASTD National membership rate? Here's how:

1. Visit store.astd.org.
2. Select National Membership.
3. Enter the Chapter ChIP code (CH4110) to receive the \$179 rate.

For more information, visit www.astd.org/powermember



plus

ASTD National Membership

equals

**POWER
MEMBER**
chapter & national

Join or renew now at
www.astd.org/powermember

Meet an ASTD Memphis Chapter Member!

Cory Christmas

Cory Christmas is a Training Project Manager at AutoZone, Inc., a Memphis, Tennessee based after-market automotive parts retailer with approximately 5,000 retail locations in the United States (including Alaska), Puerto Rico, Mexico and Brazil. Cory has over nine years' experience in supporting and leading high impact business initiatives, performing training needs analysis, linking departmental goals with business strategies, and translating complex concepts and customer needs into blended learning solutions. Cory's current project work includes managing a project team in the design, development, implementation and subsequent measurement of a product knowledge e-learning library.



Prior to AutoZone, Cory worked at American Home Shield (a ServiceMaster Company) in both an instructional design and training specialist capacity. He managed the training communications process as well as designed and facilitated instructor-led coursework on a variety of topics (i.e. enhancing associate performance competencies, leadership development, customer service and retention, sales and product training, procedures and legal compliance, and technology solutions).

Cory earned his master's degree in business administration from Benedictine University, obtained his bachelor degree in Organizational Leadership from the University of Memphis, and earned his associate degree from Santa Rosa Junior College. In addition, Cory is a Development Dimensions International (DDI) certified facilitator and keeps his facilitation skills sharp by adjuncting at a local technical college.

Cory moved to Memphis in June of 2006 from the San Francisco bay area to be closer to immediate family. Cory enjoys road trips, touring college campuses when traveling, concerts/sporting events, and spending time with family and friends. A self-proclaimed "momma's boy," he and his miniature schnauzer Eli travel home to see his parents as often as his schedule allows.



REMEMBER:

Our chapter receives a portion of the proceeds when you **use our ChIP code (CH4110)** to purchase anything from ASTD National!

March Luncheon: You Should've Been There!

Coaching Today's Leaders for Tomorrow's Business Landscape

Sonja Mustiful is a certified executive coach and leadership development consultant to individuals, teams and organizations. Sonja has over 15 years of experience partnering with organizations in the area of leadership development, organizational effectiveness and team-building. Sonja holds a Master's Degree in Human Resources from Central Michigan University. She draws on her additional study and practice of Executive Coaching to assist leaders in realizing their full potential by proactively seeking out their blind spots and moving the team and business to the optimal level.



Sonja began with a discussion on what is actually needed in order to coach today's leaders for tomorrow's business landscape. What opportunities and additional skills are needed to move forward in the company? This prompted a discussion on the variety of generations in the workforce today. Sonya described the Generation X in comparison with the Millennials. She described the primary difference in these generations being not so much loyalty to *one's company* anymore, but rather loyalty to *people*. The Millennial generation is not as interested in loyalty to one's company like previous generations, but is interested in the prospect of moving around to multiple companies. The Millennial generation is driving the force behind a collaborative, technology-based workforce. They need feedback and typically want to know "What do I have to do to take it to the next level?" Sonja's first key point in coaching today's leaders is to understand *the type of leader* with whom you'll be working—and this is mainly defined by the generation from which the person comes.

On the flipside, while understanding what *type of leader* you're working, it is also important to consider the *business landscape* – what does the *business* need? Sonja continued by highlighting six important skills that are necessary for today's businesses:

- *Innovation* – Is there an opportunity for us to conduct business more efficiently?

March Luncheon: You Should've Been There!

- *Leadership* – What is *your* vision for the company or department and how do you influence these people to *want* to follow you?
- *Integrity* – Who are you and *what do you stand for*?
- *Relational* – Build relationships; oftentimes, it's not so much *who* you know, but who knows *you*.
- *Courage* – Being able to *take risks* and having support from your company.
- *Collaboration* – How do you *collaborate* with your coworkers?

So how do we close the gap? First, begin with an organizational assessment. What is the culture of the business, and how do you maneuver within the culture? When coaching a leader and understanding where they are and where they're trying to go, you need to understand the leader's values. Do his/her values align with the company's values? What is the strategic plan for the company? Does this help align with what I can offer the team? Understanding the company's structure, the leader's skills, and leadership style will help you best understand how to coach an individual.

Sonja continued by outlining five steps to do this. First, make it personal. Identify with your client. Understand who the leader is, and who he/she wants to be. What are this person's strengths and opportunities for development? Using an assessment tool to identify strengths will help you understand how the individual is most effective in the organization. "Blind spots" are also important to identify.



The next step is to create the learning agenda, or professional development plan. Actionable steps are key in this stage. This plan does not have to be a lengthy process, but should answer the question "How am I doing and what do I need to work on?" Next, Sonya recommends having your client (or team member) take the Motivation by Action (MBA) inventory. What are the steps you need to take to reach your professional development goals? The MBA inventory helps you map out what actions you'll take to meet these

goals. This process is ongoing and it's important to update progress as you go along. Determine what type of learner this leader is and that will help pave the way for the type or method of professional development that will work best for him/her. Next, when in doubt, find support – whether in professional networks, mentors, stakeholders within the company, friends, or family. Who can help ensure your success within the organization? Lastly, make sure to celebrate your successes!