Memphis Chapter

Message from the President

We Want You

We celebrate a number of patriotic holidays in the United States, but Independence Day stands out among them. It's a time that many of us picnic or head to the beach, but it also tends to be a day where we reflect, on those who sacrificed for our freedom, and those who founded this great country. This holiday is a time of reflection and celebration. Regardless of your political views, I'm sure you would agree that our nation continues to change and evolve over the years.

Abraham Lincoln is credited as saying that our government is a "Government of the people, by the people, for the people." Our nation is dependent on our leadership to represent us and our ideas. Those who serve in office have a grave responsibility.

In some measure, ASTD Memphis is like our government. A few of us entrusted run the organization for the majority. We, the board, represent YOU our membership. We have a grave responsibility to you to help fashion and guide our chapter over the course of time. Like our nation, our chapter has changed over the years and it will continue to change. As you saw in our last newsletter, our chapter will be changing from ASTD to ATD. We are ever changing. We are not standing still.

In the spirit of Independence Day, take a moment to reflect on the value of our organization, the networking, the shared knowledge and the bond of being part of a group of learning professionals. I encourage you to give consideration to serving on the chapter board. As of this writing, we do not have a successor for the Presidency when I leave office on December 31, 2014. Other open positions include the VP of Programs, and the Student Relations Chair. (All board positions are listed here: http://www.astdmemphis.org/page-1016954)

Like our nation, our chapter does not hold elections in July, but it's a good time of year to assess where we are, and where we would like to be. We, like our nation, hold our elections in November for the following calendar year. We have three elected positions on the board: President-Elect, VP of Finance, and VP of Communications. (The remainder of the positions can be filled without an election.)

I think it is only fitting to end with a quote from John F. Kennedy. He said, "For time and the world do not stand still. Change is the law of life. And those who look only to the past or the present are certain to miss the future." Give consideration as to how you can best serve the chapter and the learning community at large. If you would like to run for one of the elected positions or serve on the board, please let me know. The future is in all of our hands.

Leonard Cochran   ASTD Memphis President - 2014   President@astdmemphis.org

Upcoming ASTD Memphis Events

August 12th – The Science of Boosting Performance, Retention and Engagement

Date: Tuesday, August 12, 2014

Presenter: Joe Gruttadauria

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

Time: 11:30 a.m. – 1:00 p.m.

Register here: http://bit.ly/1naHKkr

The concepts of spaced education are based on the original research conducted at Harvard Medical School, punctuated by real-life applications tied to business outcomes.

What you will learn:

- The general principals of interval reinforcement and active recall, and the measurable impact they can have on the retention of information in long-term memory and behavior change
- About the findings of a controlled study at Intuitive Surgical, makers of complex surgical robots, on how mobile reinforcement via spaced education following a live training event can deliver statistically similar outcomes to 1:1 coaching and mentoring; and perhaps one other application case study time permitting
- How the introduction of simple game mechanics into spaced education can significantly increase user engagement in learning, and thereby boost satisfaction and results.
- Discuss methods for tying spaced education approaches to the business results/outcomes.

Click here to read more about the presentation and speaker.

September 9th – Keys to Success

Date: Tuesday, September 9, 2014

Presenter: Ann Turner, PhD, FASAE, CAE

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

Time: 11:30 a.m. – 1:00 p.m.

Register here: http://bit.ly/1nReKcN

Sometimes we get so involved with "work" that we may neglect the non-professional aspects of our lives. Certainly, professional development and career advancement are important and deserve attention. Family, physical activity, social interaction, community participation, and fun must also enter into the equation for a successful life. This presentation will delve into balancing the many aspects of daily life while creating a successful career path.

With over 35 years of experience in association management, health care administration, and education, Dr. Ann Turner has served her communities in various manners. She is currently the executive director of the American Association for

Laboratory Animal Science (AALAS) in Memphis, TN, where she supervises staff and budget, implements AALAS policy as directed by the Board of Trustees, and directs the staff's daily activities.

Read more about the presentation and speaker here.

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.

Memphis Chapter

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 2014.

NEW	RENEWAL
Larry Strong	

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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

Debra Bennett

Debra Bennett is our 2014 Web Technology Chair, serving in past positions such as VP of Membership, President-Elect, and President. For over 25 years, Debra has been a part of the Regions Financial Corporation. Throughout her career, Debra has worked in the branch, served on special project teams, facilitated, and designed numerous workshops for managers and frontline associates. Debra's career as a trainer with Regions allowed her to travel throughout their 16-state footprint to make a difference in the training needs of its 23,000 associates. Debra has a Bachelor of Science in Management and Organizational Development.
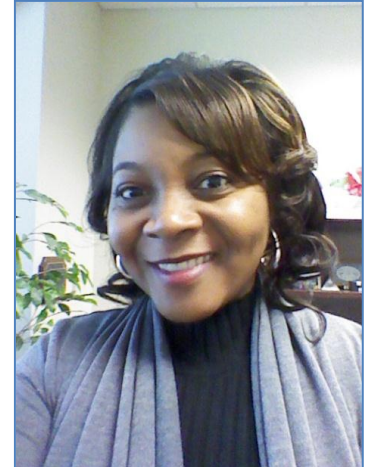
Currently an AVP in Instructional Design, Debra Bennett has 15 years training and instructional design experience. She is responsible for designing and developing training programs in the following areas: Compliance, Human Resources, Leadership & Management, New Associate Orientation, Operations & Technology, and Consumer Banking. Debra's enthusiasm, willingness to learn, to teach others, and embrace new challenges contribute to her commitment to higher learning.

Debra enjoys her affiliation with both ASTD Memphis and ASTD National on both a professional and personal level. Being involved in ASTD and the learning field motivated her to continue her education. Debra is fulfilling her goal of obtaining an MBA with a concentration in Human Resource Management. Debra is looking forward to being a part of the new heights ASTD Memphis will reach in serving the training and development community.

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.

Memphis Chapter

Good Readings for Learning Professionals

Instructional Techniques for Building Effective Online Training

written by Tom Kulhmann

Effective online training involves more than just sharing information. It also requires the learner practice and apply what you've taught them.

Despite our best efforts many online courses are still mostly linear. As I've mentioned before, that's probably fine for those annual compliance courses that aren't tied to specific performance objectives. But if you want to build courses that are effective and engaging you need to focus on sound instructional design and the activities required to learn and prove understanding.

Effective Online Training Starts with the Tell, Show, & Do Technique

A common approach to online course design is to Tell, Show, and Do. It makes sense because it covers the basics.

- **Tell them what they need to know** or provide context that is critical to what they need to learn. For new learners, the context is important and helps them understand where the learning fits in the big picture. Telling also allows you to speed things along and make acquisition of the information faster.

- **Show them so they can see what they are to do.** This lets them see the proper sequence of events and allows you to fill in any gaps or answer questions they may have. One thing to keep in mind with showing is to focus on the positive action. Sometimes we'll show a negative action as an example of how not to doing something, but that could end up being what the learner learns.

- **Do the task lets the learner practice doing** what you just showed them. The goal is to get the learner to practice and then apply what they learned in a real-world context. The application of the new skills can be part of the "Do" process or as an added component. For example, when I first started out my manager used to say that the instructor did the *Tell & Show* and the learner did the *Do & Apply*.
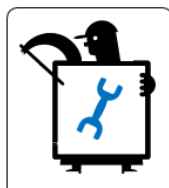
Tell　　Show　　Do
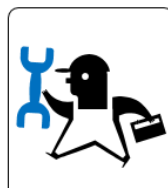
The *Tell, Show, and Do* model is a common instructional technique because it lets you build context and demonstrate the desired performance. And in the end the learner gets to practice applying what they learned. What's also good about this technique is that it nudges you away from the linear, click & read model that is so prevalent with a lot of online training.

Tell, Show, Do, Practice & Review to Build Effective Online Training

When I was training junior level instructional designers I liked to say "Tell, show, do! Then practice and review!" because it rhymed and was an easy mantra to remember the essential steps required in the learning process. It covers everything from providing the core information to debriefing the learning experience which is more involved than the more common Tell, Show, and Do technique above.

- **Tell them** what is going to be taught and why so that you can build context. This helps them see the relevance and how it fits in their world.

- **Show them** what they are going to do so that they can see what's expected and you can address common questions and concerns during the demonstration.

- **Do the task.** Have the learners do it so they can get the initial hands-on experience and you can observe and give them the feedback to make sure they're doing it right.

- **Practice the tasks.** In the real work environment they may get limited touches on specific tasks. The learning environment is controlled so you can have them practice a lot more than normal to gain mastery. I like to let them practice on their own without a lot of oversight (assuming you provided appropriate feedback in the "Do" stage).

- **Review the practice activities and debrief.** What did they learn? How comfortable are they doing them? Are they able to accomplish the learning objectives? What are the next steps?

I like this technique better than the first one because it includes the review and debriefing. This is also a great way to structure a peer coaching process when mentors or peer coaches do a lot of the training. It gets them to do more than just show how something is to be done.