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## Message from the President

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# Which Training Delivery Method is the Best?

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The other day, I stopped to pick up a pizza on the way home from work and it occurred to me that training delivery is a lot like pizza.

### *Making a pizza from a kit:*

Years ago my father was taking a **correspondence course** on electronics. This may have been the prequel to Online Learning. A correspondence course was much like buying a pizza kit from the grocery store. The kit contained everything you needed to make a pizza and it contained the step by step directions. The end result was a pizza. The pizza may not have been as good as you could purchase locally, but it was a good learning experience to see how pizza was made. Neither my Father nor I ever finished the correspondence course. This is likely the first form of self-paced learning.



### *Reading a pizza recipe in a cookbook:*

I can remember in school having to do **rote memorization** of basic math (addition, multiplication, etc.). Doing the memorization was much like reading a pizza recipe in a book. A person might be able to answer questions about a pizza, but applying the knowledge or making a pizza for that matter, was not always easy.

### *Frozen pizza:*

Growing up in an era where TV dinners were a treat, having a frozen pizza was even better. The pizza wasn't too bad, and it was a lot easier than making it from scratch. I would compare this to **video training** (VHS or DVD before YouTube). You ended up with a pizza, but you didn't do much but stick it in and watch it. There was some learning, but maybe not as much as desired.

### *Take and bake pizza:*

Lately, there has been a trend to see more "take and bake" pizza. The idea is that everything is fresher and somehow it tastes more like the pizza that you bought in a restaurant. Not only that, it was something you could do in the comfort of your home. This reminds me of **role plays and interactive learning**. You participate in the process. Everything is there to set you up for success and you are provided a comfortable environment to learn.

### *Home delivery and cheap ready to eat pizza:*

There also has been a "race to the bottom" with pizza. Who can make the fastest most affordable pizza? We've all tried it. It's not bad, but it's not the best. Much like the learning profession racing to deliver **eLearning**; it's cheap, and we can check the box that it's been completed. Some say eLearning lacks the quality of other forms of learning delivery. Many are attempting to raise the standards, but the quality debate lives on.



## Message from the President

### *Raw, made to order pizza:*

On my way home the other night, I stopped at a new pizza store. They make the pizza to order on a raw fresh made crust. You have to take it home and bake it. It's a lot like take and bake, only fresher. It's a new concept for me. What learning delivery method would I compare this to? Maybe some of the **live virtual instructor led training** that has become more prevalent in the last couple of years. The pizza, like the training, is not something totally original, but it's new, it's fresh and it's pretty good quality.

So, when choosing a pizza, just like choosing a learning delivery method, consider your audience. Ask yourself some simple questions:

- What does the audience like?
- What is the budget?
- Are there time constraints to consider?
- Is there a particular style that can best meet the needs of the audience?

So, which pizza is best? You tell me. All of these different pizzas are still available today. The options have grown, just as our learning options have grown. Each option serves a need. None of them may be as perfect as the Mom and Pop pizza down the road (we'll call that life experience). Yet, they each have value.

Learning delivery (like pizza) provides us with a lot more options today than we used to have. So, know your audience and choose wisely.

*Leonard Cochran*

ASTD Memphis President - 2014

[President@astdmemphis.org](mailto:President@astdmemphis.org)



If you're interested in a position, please contact a current Board member or email

[president@astdmemphis.org](mailto:president@astdmemphis.org).

## 2015 Board Elections

Elections for the 2015 ASTD (ATD) Board will be held at our **November luncheon**.

### *Positions include:*

- President
- President-Elect\*
- VP of Finance\*
- VP of Communications\*
- VP of Membership
- VP of Marketing
- Newsletter Chair
- VP of Programs
- Professional Development Chair
- Logistics Chair
- Member Recognition Chair
- Webmaster
- Student Relations Chair

*\*elected position*



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## Upcoming ASTD Memphis Events

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### September 9th – Keys to Success

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**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](#).

### October 21st – Our Job Isn't Over - Join w/ SHRM

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**Date:** Tuesday, October 21, 2014

**Presenter:** Michael Cody, Special Guest

**Location:** Fogelman Conference Center  
U of M Campus  
330 Innovation Dr., #305  
Memphis, TN 38152

**Time:** 11:30 a.m. – 1:00 p.m.

**Register here:** <http://bit.ly/1rqeEid>

Each year ASTD Memphis and the Memphis SHRM group meet in October together. We will be meeting at the Fogelman Conference Center. Click the link at the bottom of the event description to register on the SHRM site. Be sure and use the ASTD rate code (ASTD2014)!

“Our Job Isn’t Over” - What Would Dr. King think of Memphis now? As HR professionals, are we being conscious of the following:

- There are laws in place; however, is there respect and conversation taking place to move us forward?
- Recognizing history and valuing the impact that each of us can make in our daily interaction with employees, co-workers, boards that we participate in, etc.
- If the fear isn’t race, is it shifting to class and economics

Join us as we explore how HR professionals can make change happen in an ever-changing world! Read more about the presentation and speaker [here](#).



## Upcoming ASTD Memphis Events

### 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.

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### *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 August 2014.

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#### **NEW**

Anita Brackin  
Jerry Mershon

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#### **RENEWAL**

Jon Veazey

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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](mailto: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

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*Member Spotlight: Meet One of Our ASTD Memphis Members!*

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## John Crossmock

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While relatively new to ASTD Memphis, John Crossmock is no stranger to the development and delivery of quality interactive training programs. Over 35 years in the turfgrass management industry have provided John with the practical field experience and professional development required to lead the extensive technical training effort at TruGreen, a professional lawn care service headquartered in Memphis.



The key to designing and implementing technical training at TruGreen is the audience and their needs. Many of the service specialists who care for customer lawns and landscapes come to TruGreen with very little science background or grass and tree knowledge. Specialized training is required to bridge the gap between the science of urban landscape care and the homeowner who uses TruGreen service.

A main consideration for each target audience is determining how they will use the key learning points from the training. It's not enough for training participants to simply learn the information at hand. In addition, trainees must be able to apply their learnings in their daily job duties and especially when interacting with customers.

To accomplish these goals technical training programs at TruGreen are designed to be facilitator led where participants interact with each other rather than merely sit and listen. A requirement is that each session has plenty of "WIIFM," or "What's in it for me?" that attendees can relate to. Handouts guide participants to write down key points they've learned for later reference. Short quizzes, role play sessions and table discussion report-outs verify understanding of the information presented.

Two current training programs developed using the process described above stand out as highlights in John's current role as Director of Technical Training and Support:

- New service specialist training is conducted during the year at various regional sites across the country to provide both the science and communication basics to be successful at TruGreen.
- Annual training is conducted for field management staff across the country at four divisional summits. Their service managers learn the latest techniques in lawn and landscape management along with a variety of job related items and skill development sessions.

A graduate of The Ohio State University, John spent the first 18 years of his TruGreen career in a field-level technical management position that allowed him to learn professional lawn care from both the business and customer perspective. John and his family then relocated to Memphis where he was trained as



**Member Spotlight: Meet One of Our ASTD Memphis Members!**

a Six Sigma Black Belt and assumed a leadership position in continuous improvement which eventually led to his current role with the company.

## 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](mailto:newsletter@astdmemphis.org).

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*August Luncheon - You Should've Been There!*

## Spaced Learning: Making Training Stick

If you missed the August meeting, then you missed Joe Gruttadauria with Qstream give the audience some tried-and-true ways to make training stick. Joe is a member of the senior team at Qstream that was responsible for the development of spaced education concepts. 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.



Joe kicked off the meeting by gauging the audience on their thoughts on how or if learning has changed. Learning fundamentally has not changed. However, Joe suggests that it has changed significantly in the type of learner and the way training is delivered. Today we have:

- Learners who want more engagement
- Higher level of thinking
- More sophisticated measurements
- Rich media
- Technology enabled support
- Better trained instructors

Additionally, learner's expectations have changed – it's a mobile, social business world. To get training to stick, learning and retention must align with today's reality. Research refinement on knowledge retention is to determine:

- How much information is too much?
- What is the optimal frequency for delivery?
- What other factors influence engagement?
- What form of content drives the highest engagement?

It takes 3-8 minutes to get people really engaged. However, the reality is that over a period of 3 months training is forgot. To get the audience to remember training is to first brainstorm. Think about the time it takes to train, convenience, motivation, and data/content available for training. Joe suggests that the "introduction of simple game mechanics into spaced education can significantly increase user engagement in learning, and thereby boost satisfaction and results."





## August Luncheon - You Should've Been There!

To engage learners further after training, spend 3 minutes every other day allowing the learners to answer short challenges, do push notifications (e.g. short videos, images, explanations), or simply do a quick Q & A session. The key is to do small chunks over intervals until the learners use the training.

To find out more on the spaced education, contact Joe Gruttadauria via email at [joeg@qstream.com](mailto:joeg@qstream.com).

We hope to see you at the next luncheon!

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