MEMPHIS CHAPTER
ASTD
WORKPLACE LEARNING & PERFORMANCE

Memphis Chapter

The
FlipChart
February 2014

Message from the President

Time for a Cool Change

Many people are adverse to change. As a learning professional, it's likely you are painfully aware of that truth. Even if we are not directly involved in change management, we are somehow involved in trying to change the behavior of people or organizations. Call me crazy, but over the course of years, I have learned to embrace change. I'm not saying that it's always easy to change, but it has been necessary, so why not learn to embrace it? It is always easier to change when you know it's a change that you are excited about.

Here is a change that I'm excited about:
This past month we made a simple change in one of the areas of our ASTD chapter. For the past several years the chapter has been awarding virtual "ASTD Bucks" for each member as they attend meetings, serve on committees, and serve the chapter in other ways. Our hope was this would help create some additional excitement about participating. It seems this program has run its course, and it's no longer as valued by our membership as it once was. This past month, the board and I decided to retire the ASTD Bucks incentive.

The board formed a committee that planned out a number of options to encourage chapter participation and to replace the ASTD Bucks at the same time. The committee (and the board) recognize that **you**, the chapter members, want value and engagement as part of your membership. The committee has submitted some ideas that you will find more relevant to the average chapter member. We will be making the announcement regarding this once the details have been finalized. So, keep your eyes and ears open for the announcement in the next newsletter. I think you are going to like it!

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

Upcoming ASTD Memphis Events

February 20th – Third Thursday Munch & Mingle

Date: Thursday, February 20th, 2014

Host: Leonard Cochran, ASTD Memphis President

Location: Oak Court Mall Food Court

Time: 12:00 p.m. – 1:00 p.m.

Bring (or buy) your lunch and join other Learning Professionals, talk shop and share learning experiences. No formal agenda - just an opportunity to get to know each other better and learn from one another.

Got a topic in mind? Email Leonard at president@astdmemphis.org or to RSVP. See you there!

March 11th – Leadership through Fellowship

Date: Tuesday, March 11th, 2014

Location: TBA

Time: 11:30 a.m. – 1:00 p.m.

Register here: http://bit.ly/1gC0swQ

During this presentation, participants will learn:
• Leadership definition
• An enhancement-measuring and evaluating leadership excellence
• Leadership through followership- a key resemblance of leadership today

Evan Nelson is an Organizational Development Consultant for the Center for Education and Organizational Development at Baptist Memorial Health Care Corporation.

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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 January 2014.

NEW	RENEWAL
John Crossmock	*Pattie Barnes*
Trina Hyman	*Shelia Bentley*
Tamika Sanford	*Crystal Crutcher*
James Sneed	*Steven Johnson*
Lynn Tackett	*Joan McGrory*
Madeline Warman	*Melissa Song*
	Carol Turman
	Steve Woodward

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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

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Jon Jackson

Leading the Change: Training Evolution

If you are a training and development traditionalist, instructor-led training may define your strategy. But how do you help your company evolve into a more modern approach? That's just what Nike Training manager, Jon Jackson is working to create.

As part of Nike's North America Supply Chain strategy, Nike is consolidating their Memphis Distribution centers in an expansion project at its facility in North Memphis. By combining Footwear, Apparel and Equipment distribution into a single source distribution point, Nike plans to gain efficiency, improved transit times as well as combining customer orders.

Jon at the Nike world headquarters last week in Portland, Oregon.

"This is a very critical project", says Training Manager Jon Jackson. What makes it critical, in his opinion, is the integrated execution. "Every process is changing. We are installing new sortation devices throughout the entire 3 million sq. ft. facility, as well as a new warehouse management system. "The integration," he explains, "is a collaborative effort within the multiple work streams of the project."

The "Training Evolution" as Jon describes, is a migration from an intensive instructor-led training to potential e-learning solutions. "Because so much is 'new' to the 2000 plus end-users to be trained, it's necessary to begin with the ILT strategy and phase in e-learning and supportive types of training." He adds, "Incorporating electronic job aids after the initial learning solution will help to reinforce the multitude of training courses each end user will receive. The challenge is changing the traditional mindsets on what training looks like. So many of our leaders have only been exposed to traditional training solutions at the Supply Chain Level."

Jon is a native Memphian and received his formal Training and Development skills at the University of Memphis. He later applied those skills at United Parcel Service where he led the Air Management Training school efforts at the UPS air hub in Louisville, KY. Jon has a deep background in Supply Chain Logistics honing his experience at UPS for 18 years and Nike for the past 8 years. He was selected to lead the training efforts for the Nike DC3 project (Distribution Center – Campus Consolidation) and will serve as the Business Process and Systems Learning Manager for the Nike North America DC's post project.

Toolbox Tip: Image Editing in Storyline

by Lee S. Millard

For those of you who are using Articulate Storyline for developing your e-learning, there is no need to purchase additional software for image editing, like Adobe Photoshop or Elements. Did you know that Storyline has a lot of built-in image-formatting options within the software? Here's a look at the different tools that will save you money and time—eliminating the need to jump back and forth between programs.

Resize, crop, zoom, and rotate
Just like in PowerPoint, Storyline has built-in functions to alter the size and position of imported images. To bring up the image-formatting menu, make sure your image is selected. If it's not already, select the Format tab at the top. For the sake of logic, we're not going to move from left-to-right in the Format options.

Resizing. To simply resize an image you can click and select the image on your slide and click-and-drag one of the handles in any direction. Note that clicking and dragging the corner handles will retain the image's it, while dragging the middle handles on the top, bottom, and sides will alter the aspect ratio. You can also change the dimensions by changing the height and width pixel values in the Size section (located to the right next to Publish).

Cropping. You can crop an image to eliminate unwanted edges and bring the focus to a specific section. Click on the image to select it, and then click on Crop in the Size section. Handles will appear around your image that you can click-and-drag to crop-out certain parts of your image. Once you're satisfied with your crop, you can click the Crop button again to set it. Note that you can always press CTRL + Z to undo.

Zooming. A great little-known feature of Storyline is the ability to be able to click on a smaller image, such as a thumbnail, and have it enlarge to give a more detailed view. In the Size section of the Format tab is a Zoom Picture button. What this button does is place a magnifying glass icon on the lower-right corner of your image, so that the user can click to enlarge it.

To use this feature, after you have decreased your image's size, select the image, and then click Zoom Picture. When clicked, the image will now enlarge to its original size. This tool is particularly useful when you want to show many images, but have limited slide real estate to work with.

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Good Readings for Learning Professionals

Rotating. Sometimes, you may want to get really crazy and rotate your images. This would come in handy if the picture's orientation is wrong or if you wanted to replicate the look of Polaroids randomly placed on a table.

To rotate your image, select it and click and drag the green ball handle on top around to the desired position. If you hold the Shift key and then click and move your mouse, it will rotate it in 15° increments. Alternatively, you can select your picture and click on Rotate in the Arrange area. You can then rotate your image 90° right or left, flip it vertically or horizontally, or click on More Rotation Options and type in a specific degree amount in the Rotation input box. From this screen you can also alter the size, scale, cropping area, and even reset the picture to its original size.

In addition to these tools, there are also the other standard tools to arrange and align your images, such as Bring Forward, Bring Backward, Align, and Group.

Brightness, contrast, recolor, blend, and transparency
Storyline has a decent bag of tricks to change the visual aesthetic of your images.

Brightness and contrast. Depending on your image or even the context in which your image resides, your slide might benefit from adjusting the brightness and contrast of the images on it. To do so, select the image, and in the Adjust area click on either Brightness or Contrast. Once you click on either of those, you can hover over an amount and preview the result on your slide.

Read the full article on ASTD's website: http://bit.ly/1faBaqX.