

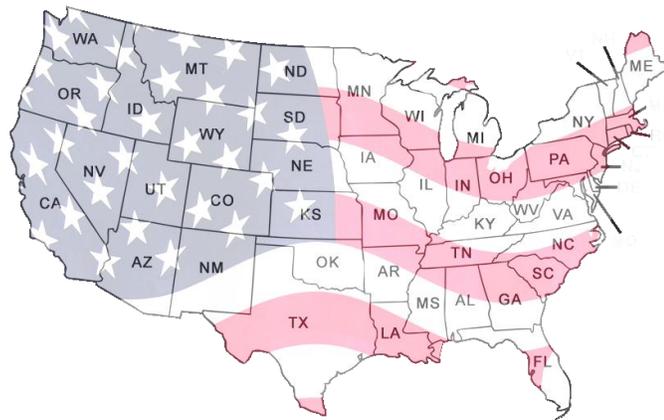
A Message from the President

Greetings ATD Memphis Members,

Happy 4th of July to all of you, our ATD Memphis Chapter members! What a wonderful blessing it is to live, work and spend our lives in this GREAT country, The United States of America.

"I do believe that America shall continue to grow, to multiply, and to prosper until we exhibit an association powerful, wise, and happy beyond what has yet been seen by men."

Thomas Jefferson

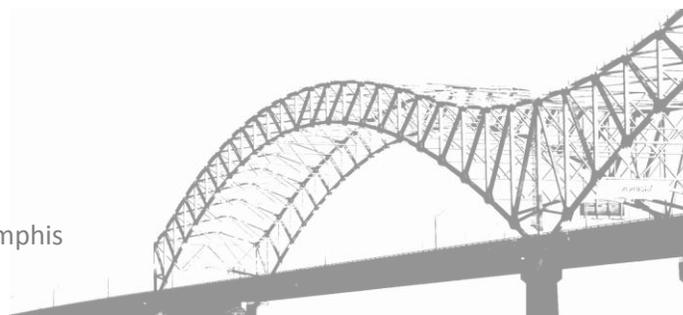


As you are feeling the heat, summer is here. The temperature is beginning to rise in Memphis as well as our Chapter learning events. Our July's luncheon speaker, Dave Kaiser, a retired Navy Commander and current CEO and founder of H2H Dynamics, is proving us with an excellent presentation on authentic leadership. The August luncheon will be on "Establishing Meaningful Goals in Leadership Development: The VA Coach/Mentor Model". In September, we have two programs in one: Using Social Media for Learning and Creating Engaging eLearning with PowerPoint. The presenter is the well-known author, speaker, trainer and guru Jane Bozarth. To register for each event, please go to our website www.tdmemphis.org.

Finally, we are in need of Newsletter Chair, Logistics Chair, among other roles in our ATD Chapter. If you are interested and would like to volunteer your time and expertise, please contact any ATD Memphis Board member (Click [HERE](#) for contact information) or you can reach me at president@tdmemphis.org or by phone 901-372-5683.

Sincerely,

Dickmar Tejada
President



Quote for the Month

Law of Two Feet (Open Space Principle)

“If at any time you find yourself in any situation where you are neither learning nor contributing – use your two feet and move to some place more to your liking.”

Harrison Owen

Upcoming Events

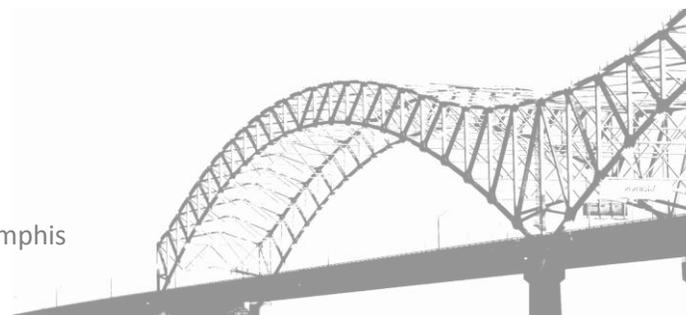
Dave Kaiser – President of H2H Dynamics

July 14th, 2015 | 11:30 – 1:00 pm
Bethel University, 5885 Ridgeway Circle
Registration: tdmemphis.org



Dave Kaiser, a retired Navy Commander and current CEO and founder of H2H Dynamics, an authentic leadership training and advisory company that focuses on the essential human to human dynamics that determine successful business, team and personal performance.

Dave has extensive leadership and human performance experience from both his Military and Corporate careers. He served as a Naval Officer and Aviator where he flew 46 combat sorties during Desert Storm. He was one of the officers in charge of the Navy and Marine Corps elite Survival, Evasion, Resistance, and Escape training program where he was first exposed to human dynamics under extremely stressful conditions.



Upcoming Events

Establishing Meaningful Goals in Leadership Development: The VA Coach/Mentor Model

August 11, 2015 | 11:30 – 1:00 pm

Bethel University, 5885 Ridgeway Circle

Registration: tdmemphis.org



Realizing the need to preserve leader knowledge and experience and realizing the importance of leaders having personal development goals, The Department of Veteran’s Affairs (VA) established a program to ensure that all leadership training participants were matched to a trained coach/mentor. The coach/mentor serves as an experienced resource person and as a catalyst for setting meaningful and achievable personal goals that can be incorporated into a Personal Development Plan for the training course.

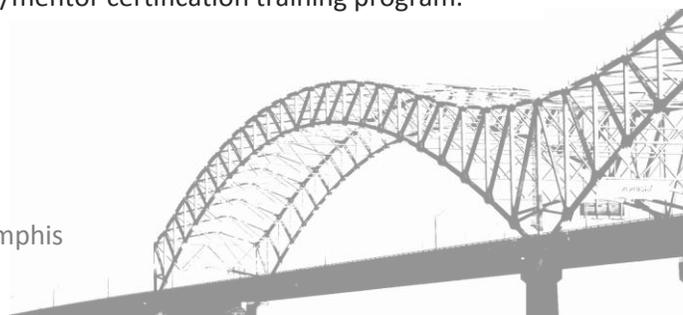
At the conclusion of the presentation, participants should be able to answer the following questions:

- What is the rationale for the VA establishing its coach/mentor program to augment leadership training?
- What does “GROW” stand for in the VA coach/mentor model?
- What is the difference between coaching and mentoring?
- What are two important skills needed by coach/mentors?
- What makes a SMART goal?
- What is the importance of leaders having both personal and professional written goals?
- Could a similar program improve employee/leadership development in my organization?

About the Speaker: Dale R. Johnson, M.S.Ed., VHA-CM

Dale R. Johnson, M.S.Ed., VHA-CM, is a graduate of the University of Memphis and serves as an Education Specialist with the VA Medical Center, Memphis. He has also served as an instructional designer and training instructor for the Internal Revenue Service.

Dale is currently the LMS Domain Manager for the VA Medical Center and the coordinator for the facility’s leadership and management development programs and the coach/mentor certification training program.



Upcoming Events

Using Social Media for Learning/ Creating Engaging eLearning with PowerPoint

September 14th, 2015 | 11:30 – 1:00 pm

Bethel University, 5885 Ridgeway Circle

Registration: tdmemphis.org



TWO PROGRAMS IN ONE.

In an ongoing effort to bring you the highest quality and relevant professional development experiences around timely topics, ATD Memphis is excited to announce that we will be hosting noted thought leader, author, speaker and trainer, Jane Bozarth. She will lead a 2-1/2 hour social media workshop before lunch, then speak about creating engaging eLearning with PowerPoint after lunch. Please plan on joining us for both of these informative and valuable sessions! LUNCH IS PROVIDED.

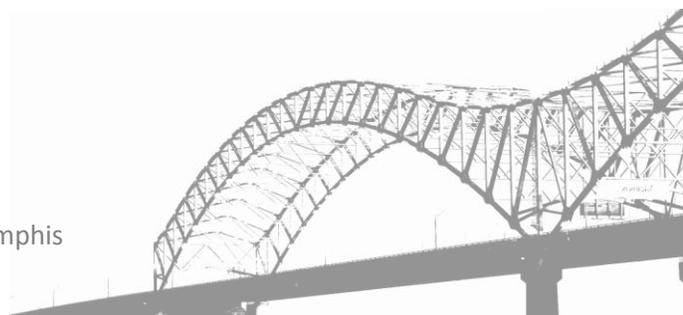
About the Speaker: Jane Bozarth

Jane Bozarth is an internationally known trainer, speaker, and author. A training practitioner since 1989, Jane holds an M.Ed. in Training and Development and a doctorate in Adult Education. She is the author of several books: *Pfeiffer's E-Learning Solutions on A Shoestring*; *Better Than Bullet Points*; *From Analysis to Evaluation*; and, with Jim Kouzes and Barry Posner, *The Challenge Continues* workshop package.

Jane Bozarth's new book, *Social Media for Trainers*, offers concrete ideas for using social media tools to enhance and extend workplace training efforts. Following a 10-year stint as a member of Training Magazine's "In Print" book review team, She began writing *Learning Solutions Magazine's* popular "Nuts and Bolts" column.

She serves as the eLearning Coordinator for the state of North Carolina's Office of State Human Resources. Jane Bozarth is the recipient of a Live and Online Award, a Training Magazine Editor's Pick Award, and a North Carolina State University Distinguished Alumni Award for Outstanding Contributions to Practice.

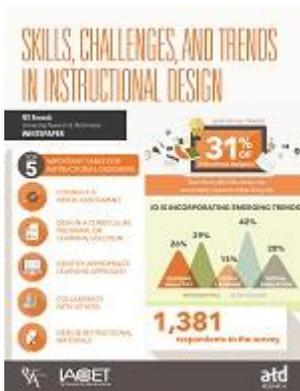
Jane Bozarth and her husband live in Durham, NC, USA. She can be contacted via her website <http://www.bozarthzone.com>, via Facebook at <http://www.facebook.com/Bozarthzone>, and via Twitter at @janebozarth.



Good Readings for Learning Professionals

Tips to Strengthen Instructional Designer Skills

Thursday, June 11, 2015 - by ATD Research



As the talent development field evolves and attracts a global pool of professionals with diverse skills and experiences, new questions arise: Have the competencies of instructional design (ID) changed? Should they change? How has ID evolved over the past few decades? Are instructional designers' competencies keeping up with the pace of change?

Through a collaborative partnership between the Association for Talent Development (ATD), the International Association for Continuing Education and Training (IACET), and Rothwell & Associates (R&A), the R&A research team implemented a research study to investigate the proposed questions. The findings were recently released in a new ATD white paper, *Skills, Challenges, and Trends in Instructional Design*, which summarizes the literature review and results of the qualitative and quantitative data analysis.

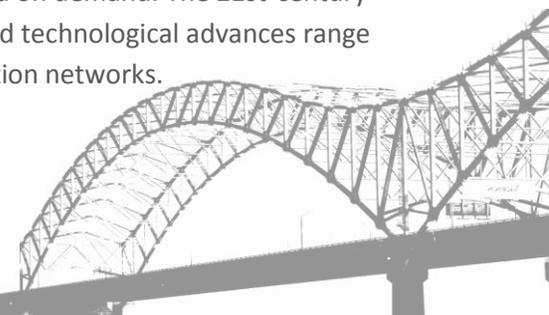
The study uncovered three major findings:

- The skills required in the ID area of expertise (AOE) developed by ATD remain highly relevant in today's evolving field.
- Although technology is constantly changing, the challenges faced by instructional designers are less about technology and more about serving the multitude of varied learners, as well as maintaining momentum and a relationship with the subject matter expert (SME).
- ID has evolved over the past couple of decades and there is an ongoing need to promote the value and understanding of the ID professional's role in talent development (TD).

As instructional designers move forward in this evolving industry, data from the study points to several tips instructional designers can xxx to strengthen their skills.

Develop a 30-second elevator speech. Develop a good value-add 30-second "What is an instructional designer?" speech. This is not only great for networking functions (and maybe family reunions), but as a conversation starter when you meet your design team, especially your SME, for the first time at a kickoff meeting.

Design mobile first. Incorporate the design principle of "mobile first" as you begin a new project or redesign existing projects. Users want their learning programs to be more accessible and on demand. The 21st-century workforce is filled with individuals who have grown up with mobile devices, and technological advances range from ease of travel to ease of communicating through various telecommunication networks.



Be a coach. When interviewing a potential instructional designer, be sure to include coaching competency questions such as “How do you work, or imagine you would work, in a context in which you need to get course content from your subject matter experts over whom you have no formal authority?” Consider using role-play in an interview or on the job to strengthen needed soft skills. Not only ask powerful questions, but also demonstrate active listening.

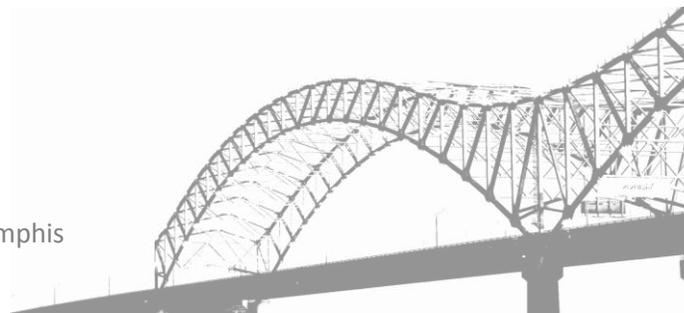
Keep presence. Use face-to-face (or video conferencing) for the kickoff meeting and periodic status meetings to keep project (and relationship) momentum. Be sure you share and follow an agenda to respect time. Be an active and reflective agent. Most evaluations are summative, and are conducted and analyzed well after courses and training have been delivered. Survey the participants at the beginning (expectations), middle (adjustments), and end of the learning delivery (revisions). Keep a list of design ideas for future possibilities and remember that the SME may become more open to these ideas over time. Asking participants the right questions at the beginning can also reveal learner characteristics, including cultural diversity and user interface design considerations.

Remember the artist. Recognize you can wear many hats: instructional designer, project manager, manufacturer, engineer, architect, artist, coach, and cheerleader. Find time to explore and experiment the artist in you through the emerging technologies of mobile learning, augmented reality, wearables, and MOOCs. Embrace failure and engage in continuous self-criticism as you innovate and change. Think like a Millennial. Millennials are expected to take over the workforce as the highest number of workers, so incorporate the learning characteristics of Millennials through game-based learning and social learning. Storytelling is a powerful tool that can strengthen the learning experience if it is correctly incorporated into the design. It is imperative to identify realistic stories that will support effective learning for the target user group.

To learn more, download [Skills, Challenges, and Trends in Instructional Design](#).

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If you would like to share with our ATD Memphis Chapter members a good book summary and/or an article, please send us an email to newsletter@tdmemphis.org. Your knowledge and expertise are greatly appreciated.



Get Involved with ATD Memphis

Calling All Presenters!

ASTD Memphis is seeking **presenters for luncheons** throughout 2015. If you or someone you know can share expertise in one of the following fields, please contact us at programs@tdmemphis.org.

- Knowledge Management
- Coaching
- Integrated Talent Management
- Managing Learning Programs
- Evaluating Learning Impact
- Learning Technologies
- Training Delivery
- Instructional Design
- Performance Improvement
- Change Management

Member Recognition

If you are interested in nominating someone for the **monthly member spotlight**, please email us at marketing@tdmemphis.org with a brief bio and professional headshot. Each month we will select and recognize one member from the local chapter. This is an excellent opportunity to get to know others in the organization and grow your network.

Newsletter

ATD Memphis is searching for training and e-learning professionals to submit articles and reviews for publication in the ATD Newsletter. If interested, send an email to newsletter@tdmemphis.org.

Join the Board

We have vacant positions, **Newsletter Chair**, **Logistics Chair**, and **Student Relations Chair**. Becoming an active ATD Chapter member is the best way to get the most from our Chapter.

Send an email to president@tdmemphis.org if you are interested in getting involved.

