

A Message from the President

Greetings ATD Memphis Members,

Once again, I want to thank you for your support and loyalty to our ATD Memphis Chapter. The Board and I are personally committed to offer you the best learning events, networking opportunities and fellowship with learning professionals in the Memphis area. I also want to share with everyone that our ATD Memphis Chapter achieved 100% Chapter Affiliation Requirements (CARE) compliance for 2014. This recognition means the chapter met all 18 elements of CARE. Without you, none of this would be possible.

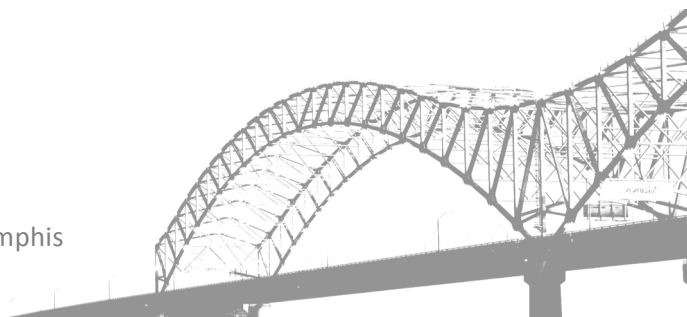


Now, time has arrived to change to our name to Association for Talent Development (ATD) Memphis Chapter. May 15, 2015 was the deadline ATD National has instructed chapters to begin "formally" using the new name. In our ATD Memphis chapter, we are ready. Thanks to all Board members who have worked to make this milestone happened.

The ATD 2015 International Conference & Exposition was May 22- 25 in Orlando, FL was a HUGE success. A big thank you goes to the ATD Memphis Board and the ATD members for allowing me to attend and represent our Memphis chapter. It was a great learning experience for me.

Finally, the best way to benefit from our ATD Chapter is to be an active member and become involved with the programs and Chapter activities. There are several projects in which we need your help, expertise and time. If you are interested, please contact any ATD Memphis Board member or you can reach me at president@tdmemphis.org or by phone 901-372-5683. Thanks in advance for your support.

Dickmar Tejada
President



Upcoming Events

What are T-shaped People and Why Should We Hire Them?

June 9th, 2015 | 11:30 – 1:00 pm

Bethel University, 5885 Ridgeway Circle

Registration: tdmemphis.org



Universities produce individuals who are deeply knowledgeable about one discipline. But what organizations need is an employee who is able to handle information from multiple sources, advance professional relationships across different organizations, contribute innovatively to organizational practices, and communicate with understanding across social, cultural, economic and scientific disciplines. That's a T-shaped person – someone deep in one discipline, but also broad in many – knowledgeable in a number of disciplines, armed with many “soft skills,” – an innovator.

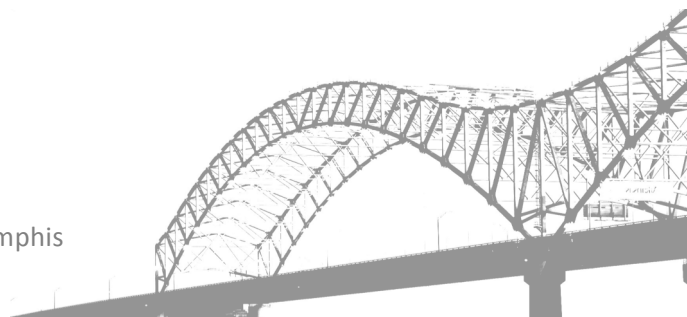
If we can't realistically expect T-shaped people to come out of universities, we will have to develop them. Come hear about T-shaped people and how we can go about developing them in our organizations.

About the Speaker: Jana Markowitz

Jana Markowitz is an experienced IT management consultant and organization development (OD) professional. Her experience includes providing organizational change management for large IT projects as well as teaching people skills to IT and engineering professionals.

Jana founded The Collective Mind, a boutique consulting firm, in 1994 after a 15 year career as a technology and strategic planning consultant at IBM. Clients include NASA, Sears, Hilton Hotels, Buckman and the US Army Corps of Engineers.

She holds a BS in Computer Science and Math from Vanderbilt University and a MS in Organizational Psychology from the University of Memphis. Jana is also co-author with Bill Berghel, PMP, of the book *Shifting Sands: The People Side of Project Management* (2013).



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.

ATD Memphis Sponsor



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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.

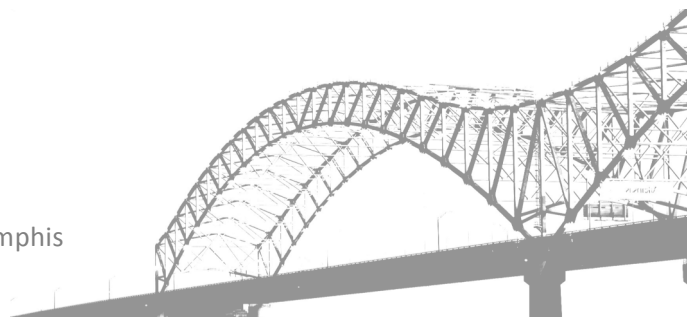
At the conclusion of the presentation, participants should be able to answer the following questions:

- 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.

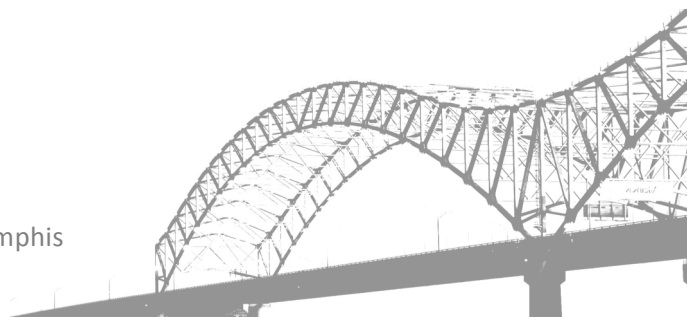
About the Speaker: Jane Bozarth

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.



New and Renewal Members

Thank you!

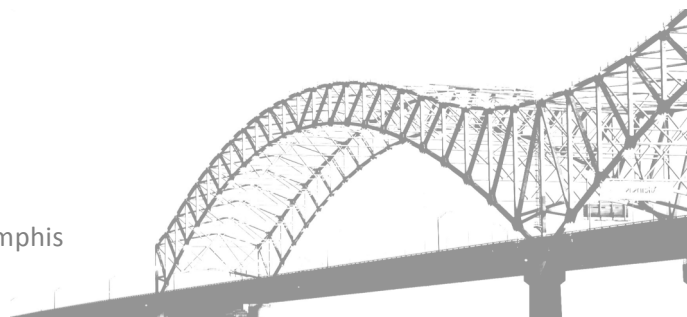
On behalf of our chapter we want to express our thanks to the people who either joined or renewed their membership during April and May 2015.

NEW MEMBERS

Brooke Shippee
Julia Smith
Lori Miller
Lori Oliver
Alcide (AL) King, Jr.
Louis De Gruy
Matthew Bolton

RENEWAL MEMBERS

Andrea Churchill
Alicia Jones
Dickmar Tejada
Jennifer Snyder



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.

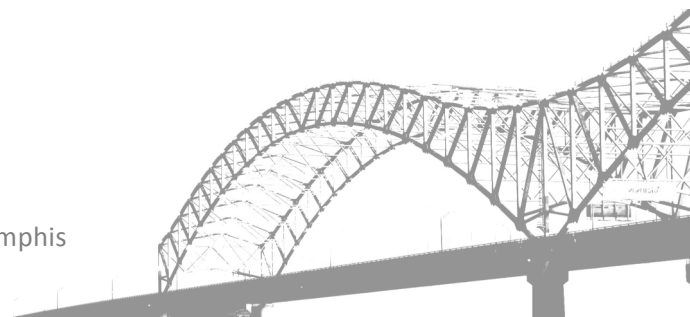
Newsletter

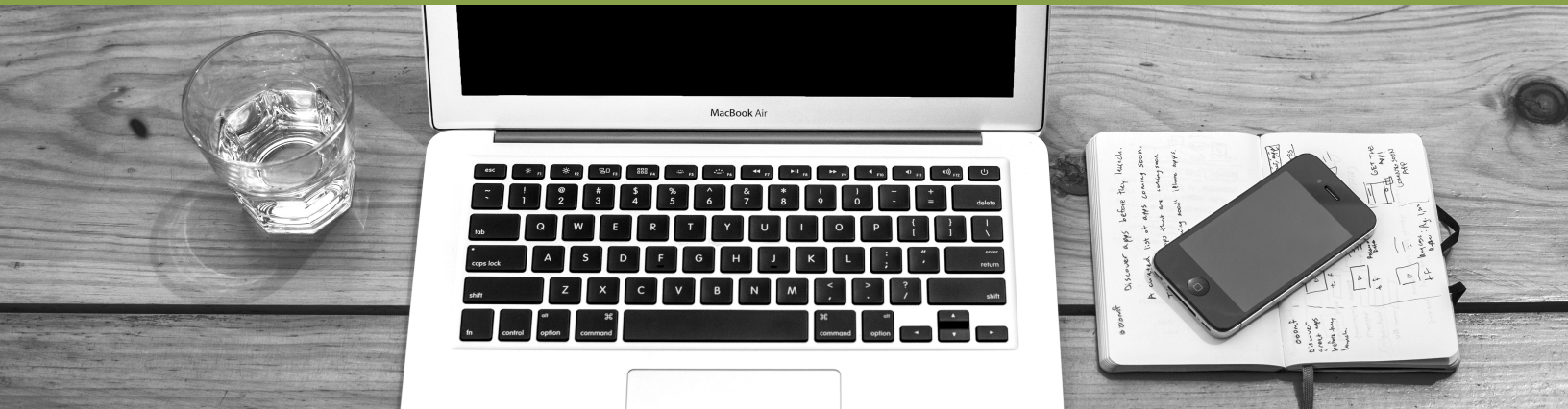
ATD Memphis is searching for training and e-learning professionals to submit articles and reviews for publication in the ATD Newsletter. If interested, send an email to newsletter@tdmemphis.org.

Join the Board

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

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





Q & A with E-Learning Experts

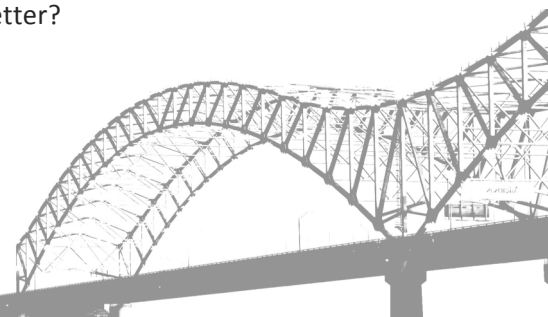
BY CHUCK JONES



Panelists (left to right): Joe Ganci, President, eLearning Joe; Bob Taylor, Founder and CEO, Orgwide Services; Kevin Thorn, Chief NuggetHead and Owner, NuggetHead Studioz; Jeff McGuire, Tech Learning Advisor, FedEx Tech Connect

Dr. Trey Martindale (Professor, University of Memphis Instructional Design and Technology program) served as the moderator for the ATD Memphis E-Learning Dinner and indicated five areas of discussion:

- Field of e-learning. Where is it going? Where do you see it heading?
- Careers. What is relevant to those considering this field? How lucrative? What about consulting?
- Tools and techniques. What tools and strategies for their use help development?
- Emerging Trends. What can we expect to see in the near future?
- Resources. What resources should we know about to help us do better?





FIELD OF E-LEARNING

Q1: What do you call our field?

Joe: I am in the learning field where learning is paramount. Help people be more productive and happy, get there in a variety of ways. My expertise is eLearning, but I also teach. The whole purpose is to help us learn. Whatever gets us there fastest is where I want to be.

Bob: The knowledge transfer linkage. Behavioral modification. Performance improvement. Helping others to meet and achieve a challenge. Knowledge transfer.

Kevin: Learning happens everywhere. We tend to pigeonhole everything into push rather than pull. I design and develop as a designer and developer. Helping others just starting out to transition into this field; helping them learn how to help others learn.

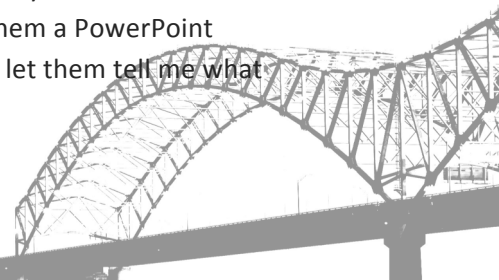
Jeff: More and more I have seen barriers break down when 8-year olds give instructional videos on YouTube. I see it going away from formal learning more toward informal learning. We can do it, the tools are so fantastic, e.g. video editing. Develop rich video and multimedia - in the hands of everyone - as long as we adhere to great learning principles.

Q2: How do you deal with clients who are resistant to change in how they do training, e.g. check the box compliance training?

Kevin: It's our responsibility to design good learning even if it is compliance training that users may click through. It's not how you deal with the resistance to change, they just don't always know. We need to educate them about options and opportunities, having that extra conversation - what is the end goal, what is the performance you want. Let's focus on the experience and put the learner out front. It takes some education of stakeholders and clients and let them know what is possible. Prototype several different designs and methods, especially at first; let the client lead.

Jeff: It does not have to be boring. Storytelling. Start with the content. Have a good story. One of the best eLearning courses I've seen was developed by someone with a drama background.

Joe: Why aren't organizations held responsible for compliance training when the training is so bad it has no effect and compliance is still not met? When I work with a new client, I am educating them. I can't expect them to be experts in eLearning or in education, otherwise why would they need to come to me. They come to me because they don't know about learning. I start by showing them a PowerPoint approach, then an approach with low interaction, then higher interaction - and let them tell me what





they want. If they select lower interaction, then I'll work with them after the project and show them more of what is possible; the comparisons of PowerPoint design vs. proper learning.

Bob: Content covered is not content learned. My first ally is the CFO, because our biggest fans are the people managing the number. I need to show return on investment (ROI) and how performance will be impacted. It's all about content and it's about helping them get past what they don't know. I show them a good/better/ best approach. Rarely do my clients go for best. That's my Pixar treatment. Make it engaging without hemorrhaging the instructional design of the experience. Change management is about making a great case.

Q3: How do we win over the bean counters? And then how do we win over the learners?

Joe: The only way to win over learners is to challenge them through the learning you create. I am not a huge fan of badges or tokens - but of setting up a story that you have to meander through to solve a problem in the end. Put learners in the middle of the story. Show the learners what can go wrong if they don't do what they are supposed to. Not just a next button with a quiz.

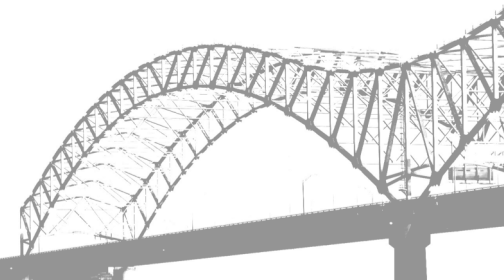
Kevin: It's important to get into their world and find out what they don't like about their current training, about what they want, and how - and what's the value for me. I try to look for the master subject-matter expert (SME) - the person who is my advocate on the ground - who can help me into that world - so that I can get a sense of what their world is like. It helps me form the design personally. If I go in with that mindset, then my success may be better.

CAREERS

Q4: What's the job outlook? Job titles? Should I enter?

Bob: Keeping up with the demand. The talent pool falls or skews into design side or the development side. When I can find one who can do both at a high level, that is a good thing. Many clients come to me telling me what tool they want the eLearning created in, what LMS it has to work with, etc. Right now, many of my clients want their projects done in Storyline 2; the demand for it is robust.

Jeff: To be in ISD today, you have to know about eLearning. Social. Mobile. Convergence. Blended. It's not being a generalist any more. It's being specialists. Stick to your passion; be knowledgeable about your piece.





Joe: The current mentality is that we can put one person in charge of eLearning and they do it all. It's very hard to find someone who can do it all. Hiring managers doesn't understand that today's e-learning developers require multi-function.

Kevin: Companies are defining our jobs with generic titles that are broad; develop training "soup to nuts." There's no way one person can know it all. Figure out what your good at - and then be the best at that. You can't be everything. You need to understand the fundamentals of how the web works; you need a general knowledge of technology; you need some design skills.

Bob: Be good with PowerPoint. So many tools today "suck up" PowerPoint and its slide mentality. It either comes in the way of content - or the tool actually builds eLearning on top of PowerPoint. It's about the instructional experience – how do I get the performance development done? Will the learner read a book, use a job aid, complete an eLearning course, or view a PowerPoint?

Kevin : You have to understand the basic fundamentals of the web and technology and have a general knowledge of how technology works.

Joe: You can't create good eLearning from a PowerPoint. It may be the way the SME delivers the content to me as a developer, but I don't import a PowerPoint directly into Captivate.

Kevin: My job is to design it better than what can be done in PowerPoint.

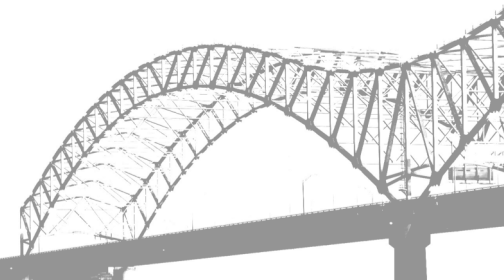
Bob: Ultimately it's about the instructional experience. Perhaps it can be done simply with a laminated card or a job aid. It's about engaging the learner.

Q5. How do I fix my resume?

Kevin: Develop an online eLearning portfolio, even if its projects you come up with on your own. Join an organization like ATD, Training Magazine network, the eLearning Guild or Toastmasters. Speak at these organizations. The industry is still small enough that it is easy to get known. Embed yourself in the bigger community. Participate in forums. Write a blog. Participate in Twitter discussions, e.g. #lrnchat.

Bob: It's hard work, but for the love of what we do. If your skills are good, entry level freelancers earn \$25 - \$50 make an hour. You need the skills and knowledge of how to apply those skills. If you're good and fast you will be successful. The eLearning demand curve is so great - if you can produce a moderate quality product quickly, you will scale rapidly in your career.

Trey: Be sure to check out the IDT Job Board.





Chuck Jones: The ATD Memphis site also contains a job board.

TOOLS AND TECHNIQUES

Q6: What tool is best?

Joe: I get asked this question all the time. The best software is the one which will best serve your needs and instructional objectives. Every tool has a balance between power and ease of use. In the end, you have to decide which tool best serves your need. No one tool has it all. No one tool can cover every eLearning need. Price should not be a determinant. Some of the best tools are free. How can this tool best help me be a better designer, not how can my design fit this tool.

Kevin: No tool comes with design skills: instructional design or visual design. No matter what the vendors tell you, it will help you be more efficient as a developer - but not so much as a designer. And then when things don't go the way they want, they blame the tool. You don't have to know how to code things like SCORM, but you have to know what they do. Figure out the project, and then pick out the tool.

Jeff: You need a stable of tools. Sometimes you need Captivate for simulations, or you may need Presenter or Flash. If your needs are simple, you can always do PDF.

Joe : There is no cookie cutter approach to developing eLearning. It's all custom. Check out Jane Hart's list of top 100 tools.

RESOURCES FOR FURTHER DEVELOPMENT

- Jane Hart Center for Learning and Performance Technologies
- DIIGO social bookmarking tool
- Unsplash.com 10 new photos every 10 days completely free.
- Look on Google for images - want those labeled as those which can be used freely for commercial use.
- Allen Communications DesignJot app (\$4.95) for the iPad – for the analysis portion of the design process.

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