



Promoting workplace and learning performance since 1978.

The Flipchart | March 2015



A Message from the President

Greetings ATD Memphis Members,

I hope you are keeping safe and warm. March is already here and spring is around the corner. There are great things happening in our ATD Memphis Chapter. First of all, the process of changing our name is almost complete. Following guidelines from ATD National, www.td.org, you might notice that our website is now tdmemphis.org and all of our Chapter Board Member email addresses are ending with @tdmemphis.org. For example, mine is president@tdmemphis.org. We also are in the process of changing our Chapter Bylaws. The updated bylaws were sent to all members last week to give you the opportunity to read the changes. There are basically two modifications: new name and electronic voting. We will vote on the new Bylaws at our April luncheon. Mr. George Aldrich, founder of the Chapter and lifetime member, stated, "Great addition of the electronic voting provision Dickmar. Remember writing the original bylaws in 1984 with benchmarking assists from Memphis Personnel Association and Arkansas Society for Healthcare Education and Training. Miss you all! George"

Also, we are offering two events in March. The first is our March luncheon featuring Bill Burtch, an expert in Coaching and an active ATD Memphis member. His topic is "Effectiveness through Coaching", and it is scheduled for March 10th at 11:30 a.m. The second event is a Professional Development Master Mind Group - networking event/book review. We will discuss the book *The Power of Habit: Why We Do What We Do in Life and Business* by Charles Duhigg (2012). The event will be on March 19th at 5:00 p.m. in Amerigo's Restaurant. To register for both events, please go to our website *tdmemphis.org*.

Another important event that our ATD Memphis Chapter will host in May is an Adobe Captivate Workshop featuring well known speaker Joe Ganci. You can attend the workshop one day, two days or the full three days. Also, we are offering an e-learning round table discussion and dinner featuring Joe Ganci, Kevin Thorn and Bob Taylor, moderated by Dr. Trey Martindale. Please visit our website *tdmemphis.org* for detailed information.

Finally, I also want to ask you, if your time allows, to become an active ATD Memphis member of the Chapter. We still need some extra hands for three Board positions: Logistics Chair, Student Relations Chair, and Member Recognition Chair. You can reach me at 372-5683 or by email at *president@tdmemphis.org*. I look forward to hearing from you.

Hope to see you at the luncheon meeting on March 10th. Don't forget to register online at *tdmemphis.org*.

Sincerely,

Dickmar Tejada, Interim Chapter President













Promoting workplace and learning performance since 1978.



Upcoming Events

Effectiveness through Coaching

March 10, 2015 | 11:30 - 1:00 pm Bethel University, 5885 Ridgeway Circle Registration: tdmemphis.org

Join us as Bill Burtch, SPHR, ACC the president of Harmony Coaching & Consulting provides insightful ways to use coaching to improve your effectiveness as a leader.



About the Speaker: Bill Burtch

Bill Burtch, Senior Professional in Human Resources (SPHR) and Professional Certified Coach (PCC) is the President and Founder of Harmony Coaching & Consulting, a full service management consultancy focusing in the areas of Executive/Team Coaching, Professional Development Training and Human Resource Consulting. With over 20 years of Human Resources and Training experience, Bill has partnered with organizations such

as Hilton Hotels, FedEx, First Horizon Bank, Brother Industries U.S., Memphis Child Advocacy Center, Methodist LeBonheur and others to impact the profitability of their business through masterful leadership and human resource management.

In his coaching practice, Bill has logged over 3000 hours of coaching with individuals from Executive Vice Presidents and Small Business Owners to First Line Supervisors and everything in between as well as working with departmental, cross functional and senior management teams to develop managerial and leadership competencies and team proficiency. One client said this about working with Bill,

"The power of Bill's coaching is in the results - greater productivity, a more cohesive team and achieving more of my goals at a faster pace. What's more, looking in the mirror at your leadership habits isn't always fun or easy, but Bill makes the coaching process enjoyable."

Prior to forming HARMONY, Bill was the Senior Director of Human Resources for Hilton Hotels Corporation/Promus Hotels Corporation. Bill holds degrees and certifications from Bowling Green State University, Coach U, the Society for Human Resource Management, the International Coach Federation and Targeted Training International. His education and work experience have given him extensive expertise in the areas of leadership and management development, team effectiveness, customer service, mergers and acquisitions, and call center management.









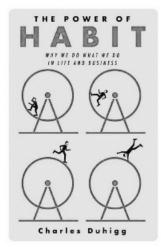
Promoting workplace and learning performance since 1978.



Upcoming Events

Master Mind Group – The Power of Habit: Why We Do What We Do in Life and **Business**

March 19, 2015 | 5:00-6:30 pm **Amerigos Restaurant** Registration: tdmemphis.org



Did you make New Year's Resolutions that you've already failed to keep? Are you falling back into old, comfortable habits—even if you don't like the outcomes you are getting?

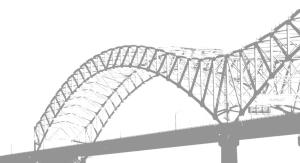
Join fellow ATD-Memphis members for dining and discussion of Charles Duhigg's book The Power of Habit. While habits often determine our own personal success, habits are also what comprise corporate culture, national culture, community culture, and family culture. Consequently, if we want to make changes either individually or as part of a culture, habits might be the best place to start.

OVER 60 WEEKS ON THE NEW YORK TIMES BESTSELLER LIST

"In The Power of Habit, Pulitzer Prize–winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to sidelines of the NFL to the front lines of the civil rights movement, Duhiqa presents a whole new understanding of human nature and its potential. At its core, The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhiqq shows, by harnessing this new science, we can transform our businesses, our communities, and our lives." (Amazon.com)













Promoting workplace and learning performance since 1978.



Thank you!

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

NEW MEMBERS

RENEWAL MEMBERS

Danielle Williams	Doris Ward	Karen Phillips
Scarlett Krumrey	Francencia Johnson	Lindsey Shepard
	Genevieve Thomas	Nedra Bailey
	Jana Markowitz	Shelley Baur
	John Crossmock	Tim Flesner













Promoting workplace and learning performance since 1978.



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 our 2014 VP of Programs, Chuck Jones, 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 in 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 elearning professionals to submit articles and reviews for publication in the ATD Newsletter. If interested, send an email to newsletter@tdmemphis.org.

Join the Board

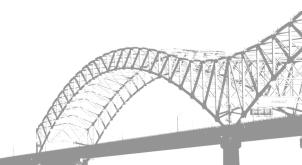
We have three vacant positions, Member Recognition Chair, Student Relations Chair, and Logistics Chair. Becoming an active ATD Chapter member is the best way to get the most from our Chapter.

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













Promoting workplace and learning performance since 1978.

The Flipchart | March 2015



Insights from a Thought Leader: Big Ideas in Mobile Learning

BY MARGARET DRISCOLL AND ANGELA VAN BARNEVELD, via td.org

One of the best ways to identify trends is to connect with thought leaders who are advancing the training profession by researching and testing actionable ideas, and presenting new points of view. One such thought leader, Dr. David Metcalf, a senior researcher and director of the Mixed Emerging Technology Lab at the University of Central Florida, is an expert in mobile learning. We recently asked Dr. Metcalf to share three big ideas for mobile learning that are changing the design and delivery of training. Below is a summary of those ideas.

Increasing Use of Crowdsourced and User-Generated Content

This refers to material on websites produced by users rather than by companies or paid professionals. Mobile content and applications (apps) are being developed by amateurs and employees who are not part of training organizations. Cellphones provide the affordances

of video, audio, and images, allowing rapid development of content that often meets an immediate training need. The speed and proliferation of this kind of content has the potential to change the roles of developers. In response to this training, organizations must think about how to support these amateurs and integrate their content and apps.

Declining Reliance on Command and Control

Social and mobile learning are changing the idea that learning comes exclusively from a centralized training and development organization. It is also challenging the idea that learning is delivered through a structured curricula. Users are finding their own sources for learning through formal and informal sources, inside and outside the organization.

In this emerging, decentralized environment, learners draw content from a number of sources of











Promoting workplace and learning performance since 1978.

The Flipchart | March 2015



their own choosing. Mobile devices can foster constructivist learning by providing a way to have conversation and interact with immediacy. There is no right way to deal with this change; rather, organizations need to think about how they can use this decentralization to their advantage.

In short, we are entering an age of smart content, in which the intelligence and organization are built in. Learning playlists can serve as a curriculum map or advanced organizer for many types of content or delivery methods.

Emerging Integration of Social, Mobile, Real-Time Learning, and Geo Location

This refers to the Golden Triangle or what Ian Kennedy calls "Web Squared." Web Squared is the integration of something like Facebook for social, iPhone for mobile, and Twitter for real time; and a fourth dimension location awareness app such as Google Maps.

The combined power of these technologies promises learning design models that are authentic, personalized, and context aware. Learning design based on these technologies means learners can have real-time dashboards to monitor their progress and access to the right content or experts based on geo-location—all through mobile delivery.

Dr. Metcalf recommended training professionals monitor mobile innovation beyond North America. One place to start would be monitoring the use of mobile technology in Africa, where innovations in banking and healthcare are noteworthy. It would also be helpful to look at industry verticals in which knowledge and mobility are critical, such as healthcare (mhealth), transportation, and customer service. Innovation and technology developed outside the realm of training and development offers insights and a look ahead.





