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## ASTD NEBRASKA - August Newsletter

**AUGUST 2011**

Dear Shelly,

### What's In This Issue?

Trainer's Institute  
2011

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ICE

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In the book *180 Ways to Effectively Deal with Change*, author Laurie Calzada notes the top 10 excuses for NOT changing are as follows:

1. We have always done it this way.
2. We have not done that before.
3. We tried that before and failed.
4. If it isn't broke, let's not fix it.
5. It's too much trouble.
6. It's too expensive, and we just can't afford it.
7. It will just change again soon.
8. I like it the way it is.
9. I may not be needed after the change.
10. It's too risky.

So many of those excuses sound familiar to all of us. Well, ASTD Nebraska has faced these excuses head on and has decided that change is good. With the new look of our monthly newsletter, we have embraced change and allowed ourselves to explore other

[Welcome](#)

[Calendar of Events](#)

possibilities and to challenge ourselves. We are excited to offer you something "new and improved" that will continue to provide what you expect in your Chapter newsletter. Our goal is for the transition to be seamless, and that you, the audience, will continue to enjoy the content and articles each month.

As Walt Disney once said, "*We keep moving forward, opening new doors and doing new things. Our curiosity keeps taking us down new paths.*" That is the essence of business today-to explore other possibilities in order to improve upon ourselves.

Please feel free to share with me your thoughts and comments concerning this new format. Have a terrific month!

Christine Orsborn  
directorofcommunications@astdnebraska.org

## Calling All Presenters!

ASTD Nebraska is looking for Presenters for the 2011 Trainer's Institute Program.

**Submitted by: Stephen Campbell**

As you may have seen or heard, the details for the 2011 Trainer's Institute have been released and registration is currently open! The Education Committee is currently accepting applications for presenters for the following topics and dates:

- Adult Learning Principles - October 5, 2011
- Assessment and Needs Analysis - October 5, 2011
- Evaluating Training - October 12, 2011

Presenting at Trainer's Institute provides the opportunity to network with other workplace learning professionals, gain valuable experience and demonstrate your mastery of presentation, design and delivery skills. In addition, it allows you to help shape the future of our industry, provide new professionals with a solid foundation, and help existing

professionals expand their existing knowledge while getting paid!  
For more information please contact the Director of Education,  
Stephen Campbell, at [directoreducation@astdnebraska.org](mailto:directoreducation@astdnebraska.org).

## Mark Your Calendar



## New Member Spotlight

Submitted by: Christine Hitchcock

### Gina Ewing

I am employed by the State of Nebraska DHHS-Children's Services Licensing Unit for over 6 years. My current position allows me to conduct Orientation training on child care regulations, for new Family Child Care Home Providers, three times per month.

As an Independent Facilitator I conduct training workshops geared toward child care providers/owners and Early Child

Development. I am currently conducting a 5-hour training workshop once a month titled, "Safe With You," which is awareness of child abuse/neglect, Shaken Baby Syndrome, and Notin' But Baby/Safe Sleep on SIDS-Sudden Infant Death Syndrome.

I was encouraged to join ASTD a few years ago by my husband, Eric Ewing, Adjunct Professor. He is a member of ASTD and insisted that this organization would help me with my training career. So far, he is correct, but don't tell him that! We have a teenage daughter, two adult sons, and two grandsons. Our daughter is my training assistant. Perhaps we have another trainer in the family?

I am from Maui, Hawaii and before you ask I will tell you... WHY OMAHA, NEBRASKA? My husband is from Omaha and before I signed on the dotted line (we met in California while he was in the U.S. Navy) he informed me that we will be retiring in Omaha. I shrugged my shoulders and didn't give it a second thought. "I will follow my man anywhere," I thought. So here I am, loving each and every winter. My first winter in Omaha was in 2003. I'm sure my neighbors laughed when they saw a 40-something-year-old woman making snow angels (for the first time) in my front yard!

I look forward to many more winters in Omaha and to attend many excellent opportunities ASTD will make available to me.



**Gina Ewing**

## **Beyond Performance Evaluation: Developing Leaders With Co-Active Coaching:** Hosted by ASTD-Lincoln Chapter **Presented by Anissa Schroeder, Ameritas Group**

It is no longer enough to give employees a "meets expectations" rating once a year and send them on their way. It is time to find a better way to understand and invest in our workforce.

An 11-year study by Kotter and Heskett found organizations with performance-enhancing cultures achieving extraordinary results compared to cultures without:

- Revenue growth 62% per year vs. 15%
- Employment growth 25% per year vs. 3.27%
- Stock Price growth 82% per year vs. 6.7%
- Net Income growth 69% per year vs. 0.09%

A performance-enhancing culture is created when leaders are more deliberate and authentic with their employees. This investment in human capital pays off for everyone involved through building trust, loyalty, and relationships. The use of

coaching as an associate/employee development tool is becoming increasingly recognized as an effective way to create a performance-enhancing culture.

Training leaders to use the Co-Active Coaching Model has been found to be particularly effective for organizations. Please join us for an introduction to the Co-Active Coaching Model and learn how you can work with managers/supervisors to implement this approach.

By attending this learning event, you will:

- Understand the key components of the Co-Active Coaching Model and how these components work together to create an effective consultative coaching experience.
- Be able to apply the information to consulting with and/or training managers and supervisors.
- Have access to forms that will give you the tools to get you started on your Co-Active Coaching journey.

The model is also adaptable to peer-to-peer or consultant-to-employee situations.

One lucky participant will receive a Co-Active Coaching book with an accompanying disc!

When: August 18 (Thursday), 2011; 11:30 a.m. - 1:00 p.m.

Where: Southeast Community College Continuing Education Center  
301 S. 68th St. Place, Lincoln, NE

Cost: **Early bird rate** (Register before August 10): \$16.00 Members  
**Regular rate**: \$21.00 Members; \$32.00 Non-members  
(Note: ASTD Nebraska members receive the member

rate.)

### Registration Deadline - August 12

To register, visit [www.astdlincoln.org](http://www.astdlincoln.org), email [ghinz@astdlincoln.org](mailto:ghinz@astdlincoln.org), or call 402.434.7557.

## Kami Morton's "Amazing" 2011 ASTD ICE Conference Experience

**Submitted by: Christine Hitchcock**

One of our own ASTD Nebraska members was able to attend ICE (The ASTD International Conference and Exposition) this year and was willing to tell us more about it! Kami Morton shares her insights on ICE below:

**Kami:** I was fortunate enough to attend the ASTD International Conference and Exposition not only this year but several others. In 2008 I went to San Diego. 2010's ICE was in Chicago and this year was Orlando.

I pick breakout sessions that I will personally benefit from, but also like to choose sessions that I can come back and share with my team. I am one of the Assistant Managers of Training and Development for Hyatt Hotels and Resorts Reservation Center in Omaha. One of my primary responsibilities is new associate training, overseeing our Leadership/Management Development Program, and helping manage the nine Classroom Training Facilitators on my team.

**Christine:** What sessions did you attend?

**Kami:**

- *Hot Seat: Taking Control of Your Career and Your Life.* Jim Smith Jr., JIMPACT Enterprises
- *26 Proven Tricks to Enhance and Engage Learning.* Marc

- Ratcliffe, MRWED Training and Assessment
- *Make Training Stick: Easy and Effective Ways to Increase Training Transfer.* Barbara Carnes, Carnes and Associates, Inc.
  - *What Makes (You) a Leader: The New Approach to Leadership.* Inscape Publishing
  - *Seven Steps to Influence.* Eduardo Saleh, Adistra
  - *Thank God It's Monday. Create a Workplace You Love.* Roxanne Emmerich, The Emmerich Group, Inc.
  - *The Secret to Learning: Four Questions That Must be Answered.* Jeanine O'Neill-Blackwell, 4MAT 4Business
  - *Secrets of a Master Trainer: Moving from Average to Amazing!* Bob Pike, The Bob Pike Group

**Christine:** What were your favorite sessions?

**Kami:** *Hot Seat: Taking Control of Your Career and Your Life.*  
We discussed 16 factors that limit personal power and we talked about how we have a tendency to run from things that make us stretch. If it is out of our comfort zone, we don't participate. We partnered up for the final activity and that is when we were in the hot seat. We had to answer these questions and then ask our partner: "What are you most proud of?" "What are your goals?" "What is standing in your way?" "What are you going to do about it?" "How can I help?"

*Thank God It's Monday. Create a Workplace You Love.* Roxanne Emmerich is such a dynamic speaker. She stated some interesting statistics:

- "Managers waste 37% or more of their day dealing with dysfunctional behavior."
- "1 out of 3 payroll dollars is lost due to disengaged employees."
- "Over 91% wish their manager dealt more with low performers and dysfunctional behaviors."
- "Less than 10% of people feel their manager clearly communicates the job at hand."

- Culture is the leading indicator of growth and profitability. Remember, everyone is doing one of two things: 1) Breathing life into life; or 2) Sucking breath out!

*Secrets of a Master Trainer: Moving from Average to Amazing!*

Bob Pike is always an engaging speaker and has lots of great lessons that you can take and use right away in your classrooms! He stated it doesn't take time to add variety to your training; it takes preparation and planning. Do you currently give time in your training for the participant to action plan? Let them find the value and define their take-away(s) before they leave the classroom.

**Christine:** How do you get the most out of the conference?

**Kami:** Breakout sessions fill up quickly, and they close the doors when they are full. My advice is to have a first, second, and third choice for each time slot. This year I used the ASTD2011 App to help me plan and organize my schedule. That was a great tool.

Also, remember, misery is optional. If you are in a session and it's not meeting your needs, move on to one of your other choices for the timeslot. Usually I have two to three to pick from for one timeslot and have to make hard choices. So if the session is not meeting my needs, I move on.

**Christine:** What take-aways will you implement?

**Kami:** In the last few years, we have completely re-vamped our entire New Associate training program. In 2008, I attended a session called *Using Learning Styles to Create Training that Sticks* and was introduced to 4Mat 4Businesses and their four-step model to design and deliver effective and engaging learning experiences that appeal to all learners. We used this model in our re-design at Hyatt. I was excited to be able to attend another one of their sessions this year. Jeanine O'Neill-Blackwell facilitated both sessions. This year her topic was *The Secret to Learning: Four Questions That Must be Answered*. I am excited to continue

to look at the way we train and continue developing our material by applying this four-stage cycle of learning.

I was actually chosen as one of the conference winners of a 4MAT Online Instructional Design Course. The Online Instructional Design Course dives deep into applying this model to real-world content in five 90-minute sessions. Some of the questions we will explore:

- How do we engage all learning styles (simultaneously)?
- What's the best way to define achievable learning outcomes with stakeholders?
- How do I apply the 8-step model to any content?
- How do you deal with too much content and too little time?
- How do we create consistency in design and delivery across our organization?
- How might a common language for needs analysis, design, delivery, and assessment help us go faster and produce better results?

I will attend the course in August and am so excited to have won!

This conference is so energizing. It is a great opportunity to meet new people and to network. The keynote speakers have always shared topics that are timely and relevant and make it worth getting up early for! Most of the sessions are very interactive, and you are working in small groups or at your table to implement ideas and discuss topics. I highly encourage people to plan on attending and get the money in the budget. I think there is something for everyone at this conference no matter their role in the industry. Some of the tracks include: Organizational Effectiveness, Learning as a Business Strategy, Developing Effective Leaders, Learning Design and Facilitation, Measurement, Evaluation and ROI, Performance Improvement, Personal Skills Development, and Talent Management.

**Christine:** Any advice for future attendees?

**Kami:** Wear comfortable shoes. The first year I tried to be cute in brand new shoes and had blisters the first day, and therefore my feet were miserable the rest of the conference.

Bring lots of paper and a couple of pens. I fill at least one notebook each year.

Attend as much as you can while you are there. It does require a lot of time and effort, but the payoff is well worth it.

Vendors: Go in with specific ideas in mind of who you want to speak to and what products you are interested in learning more about. It's taken me 3 years to gracefully navigate the Expo. It is huge and can be overwhelming without a plan. If you don't have specific needs/interests, hit up the booths with the best prizes and giveaways. Franklin Covey gave away an iPad every hour. They were a major sponsor promoting their new productivity solution, The Five Choices. They are on a 120 city world tour and are scheduled to be in Omaha in September.



**Kamie Morton**

## **"Green" Your Training**

**Submitted by: Cynthia Way**

In 1983, the United Nation's Brundtland Commission created the most widely used definition of sustainability as "meeting the

needs of the present without compromising the ability of future generations to meet their own needs." On a basic level, this means we need to reduce our waste, re-use/re-purpose materials, and recycle. To ensure eco-conscious behaviors, actions we take and decisions we make should never negatively impact any of three key areas: the people, the planet, or the profits.

As trainers, we have a unique opportunity to plant the seeds of sustainability in our training and help people slowly move toward a more eco-conscious business culture and thus, a healthier world. We can instill sustainable measures into our training as well as lead by example in choosing more eco-friendly options.

1) Encourage both managers and employees to think about sustainability issues. This can catalyze the change process toward becoming an eco-conscious culture and promote sustainability leadership throughout the organization.

**Use Sustainability Geared Activities, Examples, and Scenarios in Routine Training:** Stimulate environmental and social thinking throughout any training you use, be it leadership development or effective communication.

**Example: Strategic Thinking.** Include an activity scenario where the company is seeking to reduce their waste. Have participants use the strategic thinking skills from the learning objectives to develop a comprehensive plan to reduce their waste. (Perhaps for a follow-up class in executive presentation skills, present the business case to the C-Suite or Green Team).

**Example: How to Brainstorm.** Brainstorming is a great technique for group problem solving. Teaching how to brainstorm may be useful in management training or train-the-trainer sessions. Have participants brainstorm ideas to re-use or re-purpose various office items. Have different groups plot ideas out on a fishbone, brain-map, cube, cluster, etc.

**Example: Communicating Based on Behaviors.**

**Behavior-based communication is a common class in organizations.** Using the Myers-Briggs, for example, a scenario to use might be Person A is an ISTJ and Person B is an ENFP. Have participants detail the method they would use to explain to each personality type the benefits of recycling.

2) Classroom training sessions tend to have a high carbon footprint to include gas usage for traveling, energy/electricity used, and waste generated from a variety of sources such as Styrofoam cups or paper waste. Try these steps to reduce physical classroom time:

**Communicate Electronically:** From marketing the class to the facilitation, most anything can be electronic these days via e-mail, instant messaging, texting, Skype, or telephone. Reduce paper waste by electronically sending marketing material; billing the participants; sending confirmations, directions, and instructions; use electronic journals and books, such as through Questia; send out all materials before the session and ask participants to bring their laptops; alternatively, hold the training in the company's computer lab.

**Use Synchronous Online Educational Tools:** Try using virtual classrooms or meeting rooms such as WebEx, Elluminate, or the HP Halo Meeting Room.

**Create Collaboratories:** Between pre- or post-sessions create collaboratories with participant teams to complete training assignments or projects as well as discuss ideas. As per Derek Cogburn of Colteco, a collaboratory is a networked team, with social processes and collaboration, that allows people to work together as if in the same place but can be anywhere in the world.

3) Often, classroom learning is necessary or mandatory. There are ways, however, to reduce our consumption during these sessions.

**Hold Training In Eco-Conscious Facilities:** Some specifics to ask about are: access to public transportation or bike paths; LEED-certified buildings; fresh drinking water systems to eliminate plastic bottle waste; readily available recycling bins; energy-saving/LED lighting; eco-recycled conference products; 100% environmentally friendly cleaning supplies; use of eco-friendly, local vendors; on-site tables, chairs, AV technology to minimize rental supply truck deliveries. *For a full list of Green Meeting Facility Standards as per the Green Meetings Industry Council, go to [www.greenmeetings.info](http://www.greenmeetings.info).*

**Serve Local Lunch and Snacks:** Request food from catering restaurants that comes from local farms and businesses. For example, seasonal vegetables and fruit grown in the local agriculture.

Overall, thinking globally for a sustainable environment does not happen overnight. However, by taking some small steps to change your training and facilitation, you can make a difference by leading others into thinking more consciously about our businesses and our world.

## **Interested in Pursuing Your CPLP?**

**Submitted by: Erick Dragsten**

The CPLP credential is a nationally recognized certification developed by National ASTD and the ASTD Certification Institute. The certification provides a way for experienced professionals in the workplace learning field to prove their value to employers and to build confidence and industry recognition of their knowledge and expertise in the field.

The certificate is broad-based and addresses nine areas of expertise:

- Designing Learning
- Improving Human Performance
- Delivering Training
- Measuring and Evaluating
- Facilitating Organizational Change
- Managing the Learning Function
- Coaching
- Managing Organizational Knowledge
- Career Planning and Talent Management.

To earn the CPLP, you must pass a 150-item knowledge exam covering the nine areas of expertise and successfully complete a work product assessment. The work product assessment requires a sample of recent project work and essay responses that pertain to one of the following areas: Designing Learning, Delivering Training, Improving Human Performance, Measuring and Evaluating, or Managing the Learning Function.

We are in the process of organizing a study group for several ASTD Nebraska members who have expressed an interest in CPLP. We would love to have you join us. The study group would prepare participants for the November 2011 knowledge exam testing window and February 2012 work product submission deadline.

If you are interested in pursuing your CPLP and would like to be part of this study group, please contact Erick Dragsten, Director of Certification, at [directorofcertification@astdnebraska.org](mailto:directorofcertification@astdnebraska.org). Also, please see the Career Resources section of the new ASTD Nebraska website for more information about the CPLP.

## How to... Adobe Captivate 5.0

Submitted by: Melissa Turner

### Adobe Captivate 5 and 5.5: Master Slides

You're in the middle of developing a Captivate project and you

think to yourself, "Boy, it sure would be nice to have my company logo appear on all of the slides. And maybe a footer at the bottom of each slide that displays the course title." In the old days, you could add an image or a text caption and set the Timing properties to display the object for the rest of the project. Not too shabby. But Captivate 5 users now have an alternative: Master Slides. Master slides are kind of like a slide template. If you have objects or images that need to be repeated on multiple slides, Master Slides will prove to be a great timesaver.

### **Create the Master Slide**

From the Captivate menu, select Window > Master Slide to open the Master Slide panel.

The Master Slide panel appears as an additional tab next to the Slide Timeline panel. When the Master Slide panel is active, Captivate goes into Master Slide view. Any slide object that you add in this view will be applied to the Master Slide. Once you've added objects to the Master Slide, click on the filmstrip to return to Filmstrip view.

### **Apply the Master Slide**

Now you need to apply the Master Slide to the slides in your project. If you look at the Properties panel, you'll see that in the General group, Master Slide is set to None by default. To apply the Master Slide, simply select the Master Slide from the drop-down menu. Voila! Master applied! It may go without saying, but if you want to apply the Master Slide to multiple slides in your project, use your Shift key to select multiple slides in the Filmstrip.

Now the question on everyone's mind is, "Can I have multiple Master Slides in a project?" So glad you asked...the answer is YES! How many more? Well, to test this out just for kicks, I managed to add an additional 15 Master Slides to a project and still hadn't received any warning that I had reached my limit.

So there you have it! Master Slides are a great way to add

objects that need to be applied to multiple slides in a project.

## A Balanced Case for Social Media

Submitted by: Barb Lerouge

The one thing we know is the way we communicate is rapidly changing, and companies that don't adapt in some way will not be successful. It's time to review what works and what doesn't in this changing environment.

Approximately 80 percent of Americans are online. Most spend as much time online as they do watching television. Some even watch television online or watch pre-recorded programs skipping through commercials. Given these statistics, are you reaching your target audience through the right medium? Effective online communication is something to consider if you want customers to see your message. Here are some growing opportunities already available without any financial commitment.

**Social media** is here to stay and is an easy and inexpensive way to communicate to your customers. It's time to carefully evaluate what will or won't work for your audience and brand. Some strategies to consider.

- Know your audience. Choose the social media tools that will best deliver your message to your targeted audience.
- Consider the customer experience and ensure there is valuable content being relayed in each form of media.
- Track and measure the results (i.e., how effective was the message in terms of click-through ratios) and ultimately did the communication meet the needs of the customer.
- Proactively consider the potential negatives as well as continually monitor interactions about your company wherever they appear to mitigate the negatives to your brand when possible.

It goes without saying that valuable and targeted content for your

audience on your web site is critical. Equally important is doing everything you can to help your audience find your web presence quickly. **Search engine optimization (SEO)** can be organically achieved in the following ways:

- Keep your site updated with fresh content.
- Effectively use relevant keywords on each web page and apply the proper use of metatags.
- Leverage social media sites like Facebook, Twitter, and YouTube to help optimize search results.

Finally, listen to your customers. Continually reevaluate your audience and how satisfied they are with your content and media choices. In this rapidly changing environment you can't afford to get left behind.

## Thank You to Our Sponsors



## Welcome New and Renewing Members

Lance Baker  
Beth Down  
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John Korinek, CSG International  
Denise Limato, Team Software, Inc.  
Gwendyl Spann, Union Pacific Railroad  
Evan Witt, Carlson Hotels

## Calender

[CPLP Virtual Study Group](#): August 4th, 6:00 p.m.

**Immersion Learning with Valerie Noll**: August 10th, 7:30 - 9:30 a.m.

**Coaching with Terry Lee**: September 14th, 5:00 - 6:30 p.m.



### ASTD Nebraska

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