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# NEBRASKA CHAPTER Association for Talent Development

## April Newsletter

**Dear Contact,**

Spring has Sprung!!

According to the calendar, Spring is officially here!

To many of us this means dusting off the gardening tools, sporting equipment, or just the patio set. To others it means digging in and getting some deep cleaning done. Whatever it means to you, it's also a great time to reflect on more than just the dusty "things" in our lives and see how we can brush off the dust on our development.

Check out all of the information in this month's newsletter, from Instructional Design to Learning about Leadership Development and tips and tricks in between.

While enjoying the weather, the extra hour of daylight and all things green popping up, don't forget to attend our April program. [Click here](#) to register. We look forward to seeing you there!

Sincerely,

Sandi Knowski  
Director of Communication

## What You Can Learn About Leadership by Just Watching

**By Ralph Wojcinski - Vice President of Education**

Whether you've had a long career or are still adapting to your vocation, you have surely observed some of the best and worst examples of leadership. There are as many leadership styles as there are leaders. What leadership characteristics do YOU embody? What challenges or barriers to effective leadership can you think of?

Former President Bill Clinton addressed the challenges of leadership in a speech at Galesburg, Illinois. He said "Running a country is a lot like running



**April  
2015**

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Omaha's local chapter of the Association for Talent Development.

ATD Nebraska is an organization

dedicated to providing professional development for its members to improve workplace learning and performance.



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a cemetery; you've got a lot of people under you and nobody's listening." Interesting observation from the most powerful leader in the world! There are innumerable angles from which to observe leadership.

Take the example of the leader in sheep's clothing: You work for an organization where a person is hired, with high expectations. For a short period, he networks, and many employees feel satisfied that he is going to be a caring, thoughtful leader. As time passes, he slowly becomes more aggressive in his quest to advance his career. In his opinion, nothing is out of bounds, and nothing will stop him from becoming an executive in the organization.

His "open door policy" comes with a hook - your discussions seem to all have repercussions, and you wonder how far open his door is!

What about the employee who is promoted to a leadership position? With no leadership training, this person might lead based on her observations of leaders she worked for or observed in action. She may try to please her leaders by emulating their actions, whether right or wrong.

Then there is the "informal leader" - the person in a peer group with whom other team members share their successes and disappointments. This leader has no formal authority within the group, yet is often approached for advice and mentoring.

These are just a few examples of leaders in our world. What qualities do YOU possess? Which do you want to change? Which would you like to hone to become the most effective leader you can be?

Try to keep observing the paths of some people who exhibit different leadership qualities. Learning from their fates can help transform the leader you are to the leader you want to be!

## Leadership Development Is Important!

**Submitted by: Amber Hutchinson - Director of Programming**  
**By: Dave Arch**

With Baby Boomers taking retirement in record numbers, many companies are waking up to realize that the lack of intentional leadership development in the past is starting to catch up with them as they scramble to find qualified candidates to fill the vacancies being created by the retirements.

For the past 10 years at Tenaska in Omaha, my job has been to make sure that doesn't happen as leadership is given an important priority. Through my 40 one-on-one coaching sessions per month and my coordination of the company-wide mentoring program, I have sought to fulfill that assignment.

The result of that has been a book that other companies can use in their own leadership development process. Transforming Leaders The Sandler Way was released in April, 2014 in the United States as well as 13 countries around the world.

I look forward to sharing insights from the book first hand with you on Wednesday, April 8 through both a luncheon presentation and then a

workshop.

More information can be found on our website [www.atdnebraska.org](http://www.atdnebraska.org) or [click here](#) to register.

## Performance Support: Are We Asking the Right Questions?

**Submitted by: Jill Banaszak - President**

Increasing an associate's productivity is on every manager's mind, therefore, on every trainer's radar. No matter how stellar the training and ramp-up we provide for our trainees, there are other forces that affect productivity. There are four main questions we should be asking ourselves that work in tandem to set an associate up for success.

1. **What kind of camera are we?** Is our organization a digital camera, where no matter what you point it at, it focuses? Management needs to be strategic in setting the focus for the organization and then sticking to that scope. It is not only critical that there is an appropriate, single focus, but that an associate is able to articulate what it is. Does the culture then support that focus or are we sending conflicting messages? Are we doing what we should to eliminate distractions from our focus?
2. **Are we prioritizing correctly?** Once we have focus, are our activities on a daily basis being prioritized properly? Most everyone has seen Covey's Time Management Matrix on how to prioritize your time.

**COVEY'S TIME MANAGEMENT MATRIX**

	<i>Urgent</i>	<i>Not Urgent</i>
<i>Important</i>	<b>1</b>	<b>2</b>
<i>Not Important</i>	<b>3</b>	<b>4</b>

But when we are only concentrating on Quadrant 1 all the time (aka - only putting out fires), we are not doing justice to the Quadrant 2 important tasks that, if not addressed, could become a fire. Set the goal for fire prevention, not fire fighting.

3. **What empowerment does the associate have over their work?** Instead of concentrating on time management, allow the associate "choice management." What choices can the associate make about their daily work that will lead to increased productivity? Can you change your meeting to 20 minutes but block 30 minutes to

allow time to complete the action items directly after the meeting? When is the time or place when the associate is at his/her best? Can they modify their work tasks in order to make the most of that optimal time period?

4. Lastly, **what habits are affecting productivity?** This question needs to be answered truthfully by every associate. These habits could fall into either positive or negative characteristics. For example, in your spare 5 minutes, do you check Facebook instead of getting a jump on the next project? Changing the habits of a team or organization needs to start small - and start with you. What is YOUR communication? What are YOUR meetings like? What is YOUR attitude.

By being aware of what our answers are in our organization to these four questions will help identify the types of changes or reinforcements necessary to help an associate obtain optimal productivity. Something both you - and your management - will benefit from.

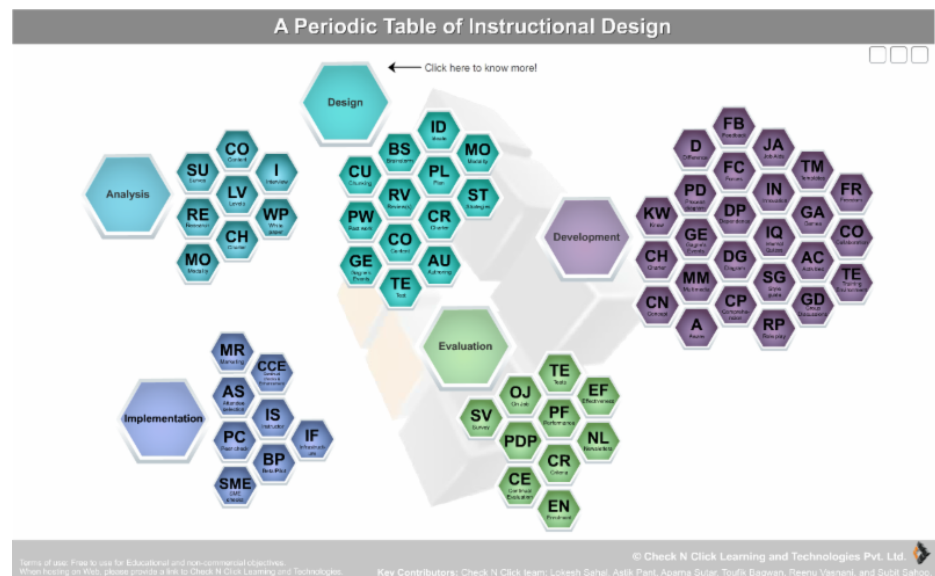
## A Periodic Table of Instructional Design

**Submitted by: Krishna Clay - Vice President of Finance**

Have you ever noticed that every industry has what seems to be its own language? Instructional Design is no different. Whether you're new to the Instructional Design field or you've been around for a couple of years or you work with Instructional Designers on a regular basis, the Periodic Table of Instructional Design could be a useful tool. Take a look at the following link: <http://check-n-click.com/periodic-table-of-instructional-design/>.

I discovered this tool recently and it has helped me to get out of some of my design ruts. The Check N Click team has taken each piece of the ADDIE design model and broken it down with ideas and descriptions. As you click on the different steps and ideas, you'll be provided with a brief description of that item as well as when it might be appropriate to use that technique. I hope you find this tool helpful also!

Source: Check N Click Learning and Technologies, <http://check-n-click.com/>



# How ATD Can Make You Money

**Submitted by: Ericka Juno - Vice President of Membership**

**By: Heather Davis**

Are you happy with your current financial situation? Would you like to get ahead in your career and make more money? Let's be blunt. ATD can help you with that, and it's going to require some effort from you. Along the way, you'll meet smart, interesting people, who could end up being some of your closest friends. Sounds appealing, doesn't it? It can happen, and I'll share my story of how it happened for me.

I've been a member of ASTD/ATD since I was in graduate school studying e-learning instructional design. After a few years in my early career, I was able to standardize my company's processes and become a resource for others. However, I wasn't able to demonstrate my ability to manage people directly through my job, and I wanted to stretch myself to learn more and challenge my thinking. I hit a career plateau with no end in sight. I could go back to school, or I could learn through experience. I decided to look at learning through experience in a professional organization.

After volunteering for a board position, I was brought onto the board. During my time on the board, I managed ASTD educational programs and eventually had the privilege of being president. During my time with ASTD board leadership, I learned to:

- Work with and manage a budget
- Research and analyze an educational program
- Prepare a cost-benefit analysis
- Build consensus among groups for difficult organizational decisions
- Prepare a contract dissolution agreement
- Prepare a program for accreditation
- Mentor reports in conflict management, communication, and project management
- Work with a team to plan strategically
- Build processes to ensure sustainment

Of these skills, I used five - today. After taking the president position, I was recruited for and accepted a management position. I was able to explain my qualifications for management by citing examples from my tenure with ASTD. ASTD helped me advance past my career plateau. My current employer contracts or employs at least four past ASTD Nebraska presidents - that says something about the experience you can gain from honing your leadership with a professional volunteer organization.

Skills are only part of the story - networking is the secret sauce. During my time on the board, I met the people who would be another key factor in my success. My contacts have been my go-to people for finding out about:

- Potential candidates we might hire
- Training organizations at other companies as potential employers for me
- Programs, best practices, and vendors other companies are using

To my employer, I can provide not only what I know, but the power to tap into a large network of other people who know more. My employer values

that.

I began this article by talking about money to gain your attention, and end it with love and respect, which is more valuable than money. Yes, I doubled my beginning salary; mostly since that initial ASTD volunteer call. I was blessed to gain my ASTD contacts by working shoulder to shoulder with some of the smartest, most lively and interesting people that I've ever met. That's where the love and respect come in. My contacts have provided a sounding board for ideas and been my support network through tough times. They have become my bike riding and running buddies, my co-workers, and my closest friends. Those friendships are the true definition of success. I hope my story inspires you to find your own success, and that ATD helps you shape that in your own life.

## New and Renewing Members

**Terra Beethe**, Bellevue University  
**Miriam Blair**, Goodwill Industries, Inc.  
**Melissa Brady**, Lincoln Financial Group  
**Matt Carper**, Omaha Home for Boys  
**Tracy Driscoll**, Bellevue University  
**Deb Duff**, Bellevue University  
**Lisa Estes**, PayPal  
**Patty Ewing-Grimes**, First Data  
**Chaniesha Garrett**, Travelex Insurance Services  
**Robert Gittins**, PayPal  
**Sonja Gudgel**, American Home Shield  
**April Kassen**, Children's Hospital & Medical Center  
**Lisa Lewis**, PayPal  
**Bernard Mendick**, Union Pacific Railroad  
**Janine Palma**, PayPal  
**Valerie Reed**, PayPal  
**Beth Rigatuso**, Bellevue University  
**Nelly Sagehorn**, PayPal  
**Nicholas Schuler**, Lincoln Financial Group  
**Karen Smith**, PayPal  
**Kim Whiteside**, Bellevue University  
**Matthew Wilber**, Pottawattamie County Attorney  
**Dean Williams**, Bellevue University

## Calendar of Events



### [Transforming Leaders: Four Foundational Concepts](#)

**Day: Wednesday, April 8**

Time: 11:30 a.m. - 3:00 p.m.

Location: Scott Conference Center, 6450 Pine Street, Omaha, NE 68106

**[Whiteboarding on a Budget: Tools and Tricks to Create Effective Whiteboard Videos](#)**

**Presented by ASTD-Lincoln**

**Day: Thursday, April 16**

Time: 11:30 a.m. - 1:00 p.m.

Location: Jack J. Huck Continuing Education Center - 301 S. 68th St. Place, Lincoln, NE 68510

**[What Leaders Really Do and How to Help Them Do It](#)**

**Day: Wednesday, May 13**

Time: 11:30 a.m. - 1:00 p.m.

Location: Scott Conference Center, 6450 Pine Street, Omaha, NE 68106

**[The Global Classroom - Using New Communication Technology to Improve Education](#)**

**Presented by ASTD-Lincoln**

**Day: Thursday, May 21**

Time: 11:30 a.m. - 1:00 p.m.

Location: Jack J. Huck Continuing Education Center - 301 S. 68th St. Place, Lincoln, NE 68510



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