



# NEBRASKA CHAPTER

## Association for Talent Development

### May Newsletter

**Dear Contact,**

When I think of May, I think of nice weather and May Day baskets. I also think of celebrations such as those for Mother's Day and graduations.

What a group of leaders those are - mothers and graduates. Most mothers are leaders of many different things! From daily household happenings to career-related challenges, mothers take it on. Graduates are starting to venture out and spread their wings to see what they can offer this great big world that's so full of opportunity. We, as that world, look to see what amazing leaders these young people become.

Every day a new leader emerges, someone learns a new passion for leading, and takes off running. This doesn't have to be a mother or a graduate; this can be anyone who finds leadership to be what they want to do.

We are fortunate to have insight in this month's newsletter from the perspective of several levels of leadership and also some information on what leaders do! Also, don't miss the May program, "What Leaders Really DO and How to Help Them Do It." Please [click here](#) for more information or to register.

Sincerely,

Sandi Knowski  
Director of Communication

**Hello...um...I'm sorry, what is  
your name again?**

**By Michelle Anthony - Director of Certification**

In our role as Training and Development (T&D) professionals, we meet a lot of people. Personally, remembering a person's name is a struggle for me. Then when I get the pleasure of seeing someone that I have trained, a client or a peer, I am in the sticky situation where I remember a face but the connection isn't made in my brain with their name. Remembering



**May  
2015**

#### **What's In This Issue?**

[Hello...um...I'm sorry, what is your name again?](#)

[What is the Work of Leaders?](#)

[What Leaders Really Do](#)

[What's In It For You?](#)

[New and Renewing Members](#)

[Calendar of Events](#)

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.



## Annual Sponsors

(click on their icon to go to their sites)



If you wish to become an Annual Sponsor, please [contact us.](#)

names is important in every walk of life. In our role of being a T&D professional it is essential to build morale, teamwork, and relationships. Try these five simple techniques to remember names:

1. Make eye contact and repeat his/her name. Repetition is essential when trying to remember someone's name. In the initial meeting, use their name as much as possible.
2. Spell the name and enunciate. If the person has a difficult name, spell it out in your head and enunciate when the introduction is made. This will help with pronunciation. If you do not catch the person's name you could reply with, That is an interesting name. Would you please repeat it for me?
3. Make associations. Associate the person's name with something distinctive about the individual. It can be outrageous as long as it helps you remember the person's name (i.e., Mrs. Scarlet has red hair).
4. Introduce the person to others. This goes hand in hand with repeating the person's name.
5. Follow up your meeting. This can be done via a phone call, email, or personalized card. This helps with the repetition and keeps this person fresh in your mind.

## What is the Work of Leaders?

**Submitted by: Amber Hutchinson - Director of Programming**  
**By: Carol Horner**

I have done a lot of leadership development in my time, as have many of you. I enjoy helping leaders have better relationships and get greater productivity out of their individual contributors. It wasn't until I was exposed to an assessment and a book called Work of Leaders (by Julie Straw, Mark Scullard, Susie Kukkonen, and Barry Davis) that I realized I was approaching leadership development from only one side, the "one to one." The side I was missing was the "one to many" and that is a very different perspective.

What I learned was the skills are different, or at least applied differently, when we look at what leaders do when working with their group. There are three steps to a leader's work: crafting a Vision, building Alignment around that vision, and championing the Execution of that vision. There are also behaviors, often very differing behaviors, which pertain to being effective during each of these steps of the process.

Here are a couple examples:

1. Under Alignment, two of the drivers are Clarity and Inspiration. Within Inspiration one of the behaviors is "being expressive" which comes very easily to me. Within Clarity is the behavior of "structuring messages" which does not come so easily.
2. Under Execution, two of the drivers are Momentum and Structure. Within Momentum is the behavior of "being driven"; again, I find that easy. Within Structure is the behavior "analyzing-in-depth," not so easy for me.

The challenge is, even though some of these behaviors come easily and some do not, the leader still needs to "bring it" when the behavior is

necessary. So it becomes necessary for leaders to be able to recognize what is needed and put forth the energy it takes for them to do that work and lead their people through that process.

Our job, as developers, is to help them recognize what behaviors need to happen when, understand which of the behaviors come easy to them and which are more difficult, and how to grow their comfort and skill with each of those behaviors.

## What Leaders Really Do

**By: Ericka Juno - VP of Membership**

In honor of our next program, "What Leaders Really Do and How to Help Them Do It," I thought I would interview my leaders and ask "What do you do?" and "How can I help you do it?" It was fascinating. This article is a bit long, but I didn't want to cut any of their content. Happy reading!

Here are the responses from my boss (one level up or manager).

### **Q: What do you really do?**

A: I remove roadblocks for the team. Some of the things I try to do on a regular basis include:

- I meet with each of my team members on a weekly basis to keep in touch with what they are doing and how I can help.
- Represent the team to customers, requesters, and other departments - I want the entire company to know what a great job we do and that we are here to help them.
- Filter the requests that come to the team - we cannot do everything and not everything is a training solution.
- Balance priorities and resources - for example, we have 6 designers and 2 developers. That means sometimes our developers are working on multiple projects, so I help them prioritize.
- Communicate up - what are we working on, what are our successes, and what do we need to keep on being successful?
- Make recommendations to the director and the AVP.
- Basically, I am the champion for the team.

### **Q: How can we help you do it?**

A: Keep doing what you are doing. Remember to:

- Share your success stories - tell me what you are proud of and excited about.
- Keep me in the loop - good or bad, I want to know.
- Identify and communicate efficiencies and inefficiencies or roadblocks - for example, do we have duplicate efforts happening or are there projects that are so similar we can reuse components?
- Keep doing the great job you are doing - we have high standards, don't compromise them.

Here are the responses from my boss's boss (two levels up or director).

### **Q: What do you really do?**

A: I help build the bridge from where we are now to where we want to go in the future.

- I partner with company leaders to understand departmental learning and development needs.
- Strategize in the planning, development, implementation, and evaluation of long-range learning and development ensuring alignment with the company's business objectives and strategic goals.
- Serve as a strategic business partner with regard to enterprise-wide learning and development initiatives (e.g., Talent Management).
- Ensure resources are in line with initiative requirements.
- Define the strategy and direction for the LMS, ensure overall system support for training processes and systems.
- Oversee budget performance and contract/vendor management.
- Provide consultation on executive development and executive coaching.
- Review project progression and provide direction on program development/management, skills/technical training, leadership training, individual/team development and talent management.
- Stay abreast of, plan resources for, and ensure compliance with federal regulations.
- Coach my team in their development. I am their advocate!

**Q: How can we help you do it?**

A: Keep producing the quality work that you do!

- Follow our standard work processes and make recommendations on process efficiencies.
- Proactively voice concerns and collaborate through resolution of issues that arise.
- Ask questions, understand the true need, think through the "why," and connect projects to the company objectives and department mission.
- Apply industry trends, research, and best practices.
- Live the "gold standard," provide excellent customer service, and take the initiative.

Here are the responses from my boss's boss's boss (three levels up or AVP).

**Q: What do you really do?**

A: I look at the strategic big picture. Some of the things that keep me up at night include:

- What is the best use of the budget we do have? Yes, we need to control costs but we also need to support long-term growth.
- Which projects should we support? What criteria do I use to prioritize projects when they are all so different? This year a major company initiative is Core Connect. We are going to look at eight leadership competencies and determine what we currently have in place to support those competencies and identify and fill gaps in our training options. However, we also need to support other customer initiatives.
- What is the return on investment (ROI) for our training projects? Fortunately, our executives recognize the value of what we do, but I still look for ways to quantify our ROI.
- How can we better support our customers? When learners come to training, it takes them away from the operational job. For example,

it takes three workdays for a manager to attend one day of training in Omaha, especially if they are coming from the West Coast. However, if we brought them for multiple training experiences at a time, then we are looking at four workdays for two days of training. Or five workdays for three days of training. The only thing more valuable than money to the operational people is time.

**Q: How can we help you do it?**

A: When you see areas to improve efficiencies, tell your manager. The best time and money savings come from the people who are working with the issues every day. Don't be afraid to speak up. Also, continue what you are doing. Our customers recognize the quality work we do and see the value of the training we provide. Keep it up.

I know this will look differently at each company, so I recommend you take the time to "interview" your leadership. You might be amazed at where you can help them.

## What's In It For You?

**By: Shelly Whittaker - Past President**

The ATD Nebraska board currently has an open position - Director of Education. The Director of Education coordinates our fabulous Trainer's Institute. Now before you tune me out and skip this article, let me tell you how these positions and volunteering on the board can benefit YOU. Yes, I said you!

First, think about your job and what skills you currently utilize in that role. Now think about what skills you don't utilize or that you would like to develop so that you can grow and advance in our profession. One of these board positions can give you the ability to further develop these skills.

I can provide you with a couple of examples myself. Prior to joining the board, I had spoken at one conference as a co-presenter. Since joining the board, I have spoken four times at our annual leadership conference and further developed my presentation skills in front of large groups. In all of my previous jobs I had never managed a budget. Since joining the board - first as the VP of Marketing and Communications up to last year as President of the chapter - I have managed a budget many times. Both of these examples are skills that I can present to my employer or future employers as skills and experiences that I have. I can also give you examples of previous board members who will also attest to how being a member of the board has benefited their careers.

So stop for just a moment and think about what skills you need to develop and experience that is needed for you to advance. Then talk to me or any board member about how joining the board can help you achieve that goal. And if joining the board is too big of a step right now - believe me, I know, as I was raising five kids while on the board - we have many volunteer positions. These positions are one-time opportunities ranging from 10 minutes to larger, more regular roles. Please drop me a line at [pastpresident@atdnebraska.org](mailto:pastpresident@atdnebraska.org).

## New and Renewing Members

**Michelle Anthony**, Centris Federal Credit Union  
**Carol Brush**, Farm Credit Services of America  
**Denise Catanzarite**, Alorica, Inc.  
**Barb Davis**, Omaha Public Schools  
**Liesl Grubbs**, Bellevue University  
**Amber Hutchinson**, Mutual of Omaha  
**Misti Jensen**, Bellevue University  
**Sandi Knowski**, Mutual of Omaha  
**Katie Kuhl**, Medical Solutions LLC  
**David Leslie**, Bellevue University  
**David Meierdierks**, Michael Foods Inc.  
**Jodi Schaefer**, Bellevue University  
**James Seiffert**, Crew Training International  
**Misty Sidel**, Bellevue University  
**Ashley Updike**, Centris Federal Credit Union  
**Shonda Walker**, Manpower  
**Carla Zak**, PayPal

## Calendar of Events



### [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

### [The Model Relationship: Two Organizations Partnering for Success](#)

**Day: Wednesday, June 10**

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

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





**ASTD Nebraska**  
P.O. Box 85793  
Lincoln, Nebraska 68501

(402) 850-6710  
[contactus@astdnebraska.org](mailto:contactus@astdnebraska.org)  
[contactus@astdnebraska.org](mailto:contactus@astdnebraska.org)

**[Forward email](#)**



This email was sent to [contactus@astdnebraska.org](mailto:contactus@astdnebraska.org) by [contactus@atdnebraska.org](mailto:contactus@atdnebraska.org) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



ASTD Nebraska | P.O. Box 85793 | Lincoln | NE | 68501-5793