



NEBRASKA CHAPTER

Association for Talent Development

June Newsletter

Dear Contact,

One of my favorite authors is Jon Gordon. I have most of his books and subscribe to his blog. With our June program focusing on a successful partnership, it reminded me of one of his blogs. In his blog, he was talking about having recently celebrated his wedding anniversary. Whether this is a personal or professional relationship or partnership, he had some great tips.

Part of a strong relationship or partnership is communication. Communicate, communicate, communicate. Always keep the lines of communication open and be an active listener!

Have a shared mission. Decide what, as a team, you are working towards and keep that in mind with each decision you make.

Encourage instead of compete. Work together as one team, not as separate companies/individuals. When you support and advocate for each other, you grow as individuals and teams.

I'm sure we will hear similar thoughts on the partnership between Bellevue University and Nebraska Hospital Association at our [June program](#). I hope you will join us to learn more.

Sincerely,

Shelly Whittaker
Past President

Lessons From Macbeth

By Kristi Rutledge - Secretary

It's been nearly 25 years, but I can still remember how I felt one spring day when I walked into a theater costuming class at UNO. I was taking a few classes to renew my teaching certificate and already feeling a little out of place having been out of the college scene for a while. I walked into the costume shop filled with rows of sewing machines and littered



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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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with fabric scraps, tangles of thread, and bits of tissue paper. I was immediately greeted by an anxious woman in a dark cloak who was clucking like a nervous chicken and ushering me to a corner of the shop where there was already a confused flock of students huddled together.

The wide-eyed students were trying to decide if they should bolt or comply with this mysterious woman. I must admit that I was having flashbacks to my undergraduate days when I had a visiting philosophy professor who would occasionally stroll into class disheveled and barefoot with his large dog and then silently sit cross-legged on top of his desk and take spiritual trips while leaving his vacant body and dog to sit in awkward vigil. That experience did not end well. But I digress.

The cloaked woman began shushing the flock and then herded us through the dimly lit scenery shop which was occupied by wooden skeletons waiting to have life breathed into them with canvas and paint. We were then silently led through a long hall playfully papered with play posters and lined with doors adorned with faded paper stars. Finally we funneled up a narrow, spiral staircase that would have exposed any claustrophobics in a heartbeat. Somewhere along the journey we had picked up a co-conspirator who was securing the ranks to ensure there were no deserters and helping to shush any student who dared to speak, bleat, or sniffle.

My heart was pounding and my chest was tight. Admittedly I wasn't in the best shape, but that wasn't the reason for the cold beads of sweat that were developing when we tumbled out of the stairwell onto a pitch black stage. The mystery woman produced a flashlight from the folds of her cloak and beckoned us to sit on the floor. She sat at the edge of the stage and, like a masterful storyteller at a camp-out on a starless night, began to tell us the gloomy tale of Macbeth, the play that we would be constructing costumes for.

The mystery woman was, of course, our professor. She helped us feel the mood of the play and then proceeded to share the importance of creating costumes that both helped tell the story and allowed the actors to perform.

I've taken many classes, but few have stuck in my memory like that one has. The power of emotion is undeniable. Our professor had taken the time to create an experience that transported us from a bustling college campus on a cheerful spring day to a dark and gloomy time and place charged with secrets and conspiracy. All it took was a little ingenuity, a cloak, and a flashlight. Everyone understood the importance of their costume building job that day.

The other lesson I filed away and often revisit is the value of tapping into emotions when training to help make the message stick. If I can ruffle a few feathers while challenging participants to think or provoke an explosive belly laugh with an unexpected revelation or evoke sincere empathy for our customers during training, I know I have a better chance of making my message stick. Thanks for the lesson, Macbeth!

Mentoring Mixer

By Jill Idelman - Director of Mentoring

Join ATD Nebraska on Thursday, June 25, for our **MENTORING MIXER** event at Spirit World in Aksarben Villages (6680 Center Street) from 5:00-7:00 p.m. The ATD Mentoring Mixer is a chapter annual event that allows face-to-face mentor and mentees to network with members. You do not have to currently be in the role of a mentor or mentee to come and join us. Attendees make valuable connections with other members and gain an opportunity to meet those who currently are mentors and mentees. It's also an opportunity to enjoy a local establishment by relaxing and unwinding after a day of hard work! This mixer is conducive to making connections, finding a mentor, becoming a mentor, or all three.

Being a mentor allows you to give and share just enough information to help someone take off and grow. Having a mentor means you will always have someone to bounce ideas off of when you need a little extra nudge or encouragement! Come mix with familiar faces or meet someone new as you enjoy a light appetizer and have a glass of wine or beverage...that can help get the conversations rolling right from the start! See you there.

Please, RSVP by Tuesday, June 23 to DirectorMentoring@atdnebraska.org.

Three Surprising Mistakes That Are Making Your Training Irrelevant

By Diane Valenti
as published in the [ATD Learning & Development Blog](#)

It makes sense, right? If you want learners to apply what they learn in training, the training has to be relevant. Surprisingly, though, you may be making a common mistake that is preventing the training you design from being relevant.

#1: Going Generic

Honestly, generic information doesn't help anyone. It's too, well, generic. Often the theoretical content in a course is solid. What's missing is the know-how to specifically apply that content to the job.

For example, I have been diligently trying to learn how to use social media to market for the past three years. It's not rocket science, really. There is no way that it should have taken me three years to figure out. But my progress was significantly slowed because the initial learning resources I found were too generic. It was only when I stumbled upon learning resources that spelled out the nitty-gritty, how-to details that I finally got it.

This is why I am a big fan of role-based training. I know it can be a lot of extra work. But unless you connect the dots for people by showing them specifically what to do and how to do it, the training won't be relevant.

#2: Going Thematic

What I mean by going thematic is that you chunk the training content into logical units, and then sequence those units in a way that seems to make sense. For example, you might sequence the content from less to more complex information.

I can't say this strongly enough: You should never organize training content thematically. Seriously, never.

The reason: People don't use information thematically. On the job, in real life, people use information at multiple levels of complexity all at the same time, depending on what they are doing. As a result, you should organize content based on what learners will do after the training. In fact, the more closely training content mirrors the job, the more relevant the training will be.

Here are my three go-to organization schemes for training content:

- steps in a task or process
- questions to answer (this is especially useful for sales and customer service)
- problems or issues to troubleshoot.

#3: Going, Going, Gone

I know that the "National Sales Meeting" is only held once a year in January. But if people won't have a chance to apply what you taught them during the "training" portion of the meeting until April, I can assure you that everything they may have learned will be going, going gone.

The same goes for every type of learning experience. If people don't have a chance to immediately apply what they learn, they are more likely to immediately forget it. Although immediate application can be difficult to pull off, just-in-time training is essential to relevancy. Ideally, people should learn one day and then do either that same day or the next.

An example of just-in-time training is a class I designed for one of our clients. The morning was reserved for formal learning and the afternoon for structured doing. Each afternoon, learners were assigned real work projects to be completed under the guidance of a peer mentor based on what they had learned that morning. In this way, we were able to shrink the gap between learning and doing to nothing.

Summer Fun

By Shelly Whittaker - Past President

Just because summer is upon us doesn't mean ATD Nebraska is taking a break. Our June program, The Model Relationship: Two Organizations Partnering for Success, will be presented on June 10 from 11:30 a.m. - 1:00 p.m. Mike Freel and Jon Borton will share the long partnership between Bellevue University and the Nebraska Hospital Association. For more information and to register, click [here](#).

In July, join us for some fun at our summer social. This summer you and your family are invited to a night at the ballpark with the Omaha Stormchasers! Join us on Thursday, July 9 beginning at 6:00 p.m. For \$5 per person, you will receive a game ticket and \$10 in Werner bucks. It is also Thirsty Thursday! To register, click [here](#).

New and Renewing Members

Marge Bach, Lincoln Financial Group
Linda Beiriger, Strategic Health Solutions, LLC
Karen Dwyer, UNO School of Communication
William Ely, PayPal
Marisa Gift, Lutz
Chazalyn Mocha, Bank of the West
Jack L. Nelson, Bellevue University
Lacy O'Doherty, Applied Underwriters
Kyle Shafer, PayPal
Ashley Ulrich, CD2 Learning

Calendar of Events



[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

[The Career Academy - Pathway to Opportunities for Students, Organizations, and YOU!](#)

Presented by ASTD-Lincoln

Day: Thursday, June 18

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

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

[Mentoring Mixer](#)

Day: Thursday, June 25

Time: 5:00 - 7:00 p.m.

Location: Spirit World, Aksarben Village, 6680 Center Street, Omaha, NE 68106

[ATD Designing Learning Certificate](#)

Day: Monday, July 6 - Wednesday, July 8

Time: 8:30 a.m. - 4:30 p.m. daily

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

[ATD Nebraska Family Social: A Night at the Ballpark!](#)

Day: Thursday, July 9

Time: 6:00 - 10:00 p.m.

Location: Werner Park, 12356 Ballpark Way, Papillion, NE 68046



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