



NEBRASKA CHAPTER Association for Talent Development



April 2016

What's In This Issue?

- [The Secret is Out](#)
- [Pedagogy or Androgogy](#)
- [The Power of Storytelling](#)
- [Membership Meet-Up](#)
- [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.

April Newsletter

Greetings!

April showers...what do they bring? Opportunity for learning, developing skills, and networking.

Join ATD Nebraska for its first Membership Meet-Up. Then, bring those new connections to the April program where you can learn how to, or further develop, your storytelling skills.

With more sun than snow (let's hope!) and warmer weather, it's a great time to get out and stretch - your body, mind, and network!

Sincerely,

Sandi Knowski
Director of Communications

The Secret is Out: Storytelling is the Key to Making Connections

Submitted By: Jen Wichern - VP of Education

This comes as no surprise to Rita Paskowitz, who makes her living telling and eliciting stories. Working in such diverse fields as education, business (including leadership, teambuilding, and speech coaching), grief, homelessness, interfaith relations and healthcare, Rita understands that each of us is a story waiting to be told.

Despite what you may have heard, storytelling is the world's oldest profession. It has been used to woo lovers, win arguments, and convince you to buy things you don't really need. It has also been deemed the most important item in any professional's toolkit. Sure, facts and figures matter, but they need a story to give them a context.

And that's where Rita Paskowitz shines. Helping individuals and companies find and tell the story that their customers need to hear can be the single most important service she provides to businesses - large or small. Rita creates an atmosphere of permission in her classes and workshops that safely empowers participants to step outside their comfort



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zones and be their authentic selves.

The great thing about storytelling is that no technology or previous experience is needed. All a person needs is an open mind and a beating heart.

Isn't it time for YOUR story to be heard? Join us on April 13 for Rita's presentation - [register here!](#)

Pedagogy or Androgogy? A Useful Bit of Information

Submitted by: Ralph Wojcinski - VP of Finance

If you really, REALLY know the difference between Pedagogy and Androgogy, in the words of Lieutenant Frank Drebin in the comedy movie The Naked Gun, "Alright, move on, nothing to see here," etc.

OK, now that we've shrunk the field of readers, here is the difference. For years, "pedagogy" was the word that became universally known for theories and methods for teaching. It mattered not what age the learner was.

In fact, pedagogy embraces the methods and practices used in teaching, especially of **children**. Think of "ped." It means "child" in Greek (in Latin, it means "foot"). Let's go with the Greek version of the word.

Conversely, with androgogy you have the methods and practices used in teaching adults. Think of "andro," which means man, or adult, in Greek. You already know a word that contains the prefix "andro" - ANDROID. An android is commonly envisioned as an organism or unit made to resemble a human, usually in adult form.

In The Modern Practice of Adult Education (1970), Malcom Knowles defined andragogy as "an emerging technology for adult learning." He declared that teaching children is not the same as teaching adults.

There are other trains of thought that **compare** the similarities between teaching children and teaching adults. In both cases, learning is transformative.

Here is a handy table that shows the characteristics of both philosophies at a glance:

Pedagogy vs. Andragogy

	Pedagogical	Andragogical
The Learner	<ul style="list-style-type: none"> The learner is dependent upon the instructor for all learning The teacher/instructor assumes full responsibility for what is taught and how it is learned The teacher/instructor evaluates learning 	<ul style="list-style-type: none"> The learner is self-directed The learner is responsible for his/her own learning Self-evaluation is characteristic of this approach
Role of the Learner's Experience	<ul style="list-style-type: none"> The learner comes to the activity with little experience that could be tapped as a resource for learning The experience of the instructor is most influential 	<ul style="list-style-type: none"> The learner brings a greater volume and quality of experience Adults are a rich resource for one another Different experiences assure diversity in groups of adults Experience becomes the source of self-identify
Readiness to Learn	<ul style="list-style-type: none"> Students are told what they have to learn in order to advance to the next level of mastery 	<ul style="list-style-type: none"> Any change is likely to trigger a readiness to learn The need to know in order to perform more effectively in some aspect of one's life is important Ability to assess gaps between where one is now and where one wants and needs to be
Orientation to Learning	<ul style="list-style-type: none"> Learning is a process of acquiring prescribed subject matter Content units are sequenced according to the logic of the subject matter 	<ul style="list-style-type: none"> Learners want to perform a task, solve a problem, live in a more satisfying way Learning must have relevance to real-life tasks Learning is organized around life/work situations rather than subject matter units
Motivation for Learning	<ul style="list-style-type: none"> Primarily motivated by external pressures, competition for grades, and the consequences of failure 	<ul style="list-style-type: none"> Internal motivators: self-esteem, recognition, better quality of life, self-confidence, self-actualization

Table retrieved from the Educational Technology and Mobile Learning website:

<http://www.educatorstechnology.com/2013/05/awesome-chart-on-pedagogy-vs-andragogy.html>

So, now you know which term to use with the appropriate audience! Shine on.

The Power of Story

Submitted by: Jonathan Titus - President

You shouldn't need me to tell you that stories have almost magical abilities. When LeVar Burton, star of Reading Rainbow, launched a Kickstarter campaign to give the hit '80s TV show for children a new birth, it raised over a million dollars in less than a day and became one of the highest-earning crowd funding projects ever. Stories touch our hearts and our souls. I've experienced the extremes of human emotion from the words on a printed page, and I know every one of you have felt the same as a result of great authors, playwrights, orators, actors, songwriters, and performers - all unique expressions of storytelling.

A well-crafted and well-told story engages listeners in a significantly deeper fashion than a lecture, a set of instructions, or an edict to repeat or memorize something. As one of the most well-known references in our profession, Telling Ain't Training by Harold Stolovitch and Erica Keeps,

teaches us: "Stories are mentally meaningful." Do a quick Internet search for research on learning and stories, and you'll quickly agree that there is a great wealth of scientific knowledge surrounding the power of stories.

Some of the biggest lessons I've learned in my career have been related to new research on how the brain is wired and the constant fight we face against counter-intuitive learning tendencies (what we commonly refer to as human nature). Much of this has only come about in the last five to ten years. Heck, the fundamentals of adult learning only surfaced in the last 50.

I highly recommend *Made to Stick* by Chip Heath and Dan Heath, and *Lead With a Story* by Paul Smith, if you'd like to brush up on:

- Contextual cues to aid memory
- Earning buy-in and creating buzz
- Inspiring action
- Reinforcing values and fostering culture

Then check out books like *The Five Dysfunctions of a Team* by Patrick Lencioni and *Getting the Blue Ribbon* by Jones Loflin, which wonderfully embody the principles of teaching through storytelling.

Finally, join us at the Scott Center at 7:30 a.m. on April 13 to learn from one of the best storytellers I've ever had the pleasure of meeting - Rita Paskowitz. Share your favorite stories and storytellers on our LinkedIn Group page: <https://www.linkedin.com/groups/1810887>.

Membership Meet-Up

Join us on Monday, April 11 for the first Membership Meet-Up Event at Spirit World in Aksarben Village from 5:00 - 7:00 p.m.

Come enjoy networking with those also in the talent development field. Bring a guest. Registration is free. Food and drink will be on your own. There will be a drawing for a free program registration. Don't miss out on this great networking opportunity!

Please RSVP by **Friday, April 8** by registering [here](#).

New and Renewing Members

Kelly Arnold, Markel FirstComp
Terra Beethe, Bellevue University
Kristie Bell
Jill Borgelt, Farm Credit Services of America
Carol Brush, Farm Credit Services of America
Lynette Campbell, Farm Credit Services of America
Matt Carper, Omaha Home for Boys
Sally Carroll, Farm Credit Services of America
Laura De Boer, Bellevue University
Robert DeFord, First Data Corp.
D.J. DeyErmand, Infogroup
Jack Dillon, Infogroup
Nancy Eagen, Union Pacific Railroad

Christine Egerton, AAA The Auto Club Group
Jeremy Haecker, Creighton University
Jolene Jankowski, Hill Brothers Transportation
Brenda Jennings, Motivate 2 Communicate
Sally Kahre, Pharmaceutical Technologies, Inc.
Andrew Kerschinske, Farm Credit Services of America
Bud Kimball, Oriental Trading
Jennifer Labrie Pereira, Hyatt Hotels and Resorts
Alex Latty-Bata, Bellevue University
Falon McAlpin, Bellevue University
Leann McGrane, Markel
Tabitha Mountain, AAA The Auto Club Group
Christopher Obermeyer, Farm Credit Services of America
Georgia Scheel, Bellevue University
Kim Seidman, Markel
Patty Smith, Mutual of Omaha
Stephanie Trudell, First Data
Heather Wherry, Lincoln Financial Group
Jennifer Wichern, NMC Group
Matthew Wilber, Pottawattamie County Attorney
Ralph Wojcinski, Bellevue University

Calendar of Events



[ATD Nebraska Membership Meet-Up](#)

Day: Monday, April 11, 2016

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

Location: Spirit World in Aksarben Village, 6680 Center Street, Omaha, NE 686106

[Shortening the Distance: The Whys and Hows of Storytelling](#)

Day: Wednesday, April 13, 2016

Time: 7:30 a.m. - 11:00 a.m.

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

[The 6 Practices of Strategic HR and Learning Leaders](#)

Presented by ASTD-Lincoln

Day: Thursday, April 14, 2016

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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