



The Exchange

A newsletter for members of the Greater Toledo Area Chapter of the American Society for Training and Development



Volume 6 • Issue 2 • December 2008

President's Corner

What is GTAC-ASTD membership all about? Let me share a few thoughts with you. I am always amazed at the wealth of knowledge that you can tap into through participating in professional meetings. It could be a new twist on an old concept – like our presentation from John Mallin on leadership development – or it could be new information like our upcoming Appreciative Coaching topic. Ideas could come from the conversation you have at your table or during an icebreaker activity. You will often walk away with one of two things: confirmation that you are doing things right or insights into what you can do differently.

In economic times like these, it might not be possible to attend seminars and conferences, but our group is a low cost/high impact activity that can keep you learning. We hope you will take advantage of this resource.

To make sure we are providing membership value, we conducted a survey to determine what is important to you and how well we meet those expectations. The top three membership benefits that were ranked most important are:

- Learning from Professional Colleagues
- Professional Development/High Quality Programs
- Networking Opportunities

GTAC-ASTD was ranked “good” to “excellent” on these three factors, but there is always room for continuous improvement. As we move through the remainder of our program year, we will continue to focus on quality programming and networking opportunities.

Full results of the survey will be posted on our website after the Dec. 10th Board Meeting. Winners of the prize drawing will also be contacted after the Board Meeting and they will also be announced at the January general meeting.

I hope everyone can take some time to be with family and enjoy the true spirit of the season. **Have a wonderful, safe, and happy holiday!**

Lisa Behrendt
President, GTAC-ASTD

MARK YOUR CALENDARS FOR THESE UPCOMING CHAPTER MEETINGS!

Appreciative Coaching Wednesday, January 21, 2009

7:30 a.m. – registration
8:00 - 9:30 a.m. – program
Brandywine Country Club

Too often, individuals wanting to change find themselves subjected to problem solving methods that seem to focus on what's wrong with them. The starting point is a deficit view of themselves and their situation which can be disheartening, disempowering and ultimately counterproductive. **Not any more!**

Positive, life enhancing change begins with a recognition and focus on an individual's successes, talents, skills and future desires. Appreciative Coaching is an approach to individual change that shows individuals how to tap into (or rediscover) their own sense of wonder and excitement about their present life and future possibilities. Appreciative Coaching guides clients through four stages that inspire them to an empowering view of themselves and their future.

Participants will experience this innovative coaching model based on the highly successful Appreciative Inquiry change process used in organizations worldwide.

Jacqueline Binkert, Ph.D. co-author of the book Appreciative Coaching: A Positive Process for Change will speak about the Appreciative Coaching theory.

Awesome Customer Service: Our Panel of the Best March 18, 2009

4:00 p.m. – registration
4:30-6:00 p.m. – program

GTAC-ASTD Member Best Practices Mini-Conference May 20, 2009

7:30 a.m. – registration
8:00-9:30 a.m. – program



Networking, LinkedIn and ASTD

submitted by Stan Machosky

Does the term “networking” conjure up images of a personal support system of folks who have known each other forever, people hobnobbing with friends and asking for favors, business chums sitting for hours over cocktails and lunch sharing insider information?

I hope not. These outdated pictures have no relevance in today’s global, fast paced business world.

One of the simplest definitions of networking is: establishing, maintaining and utilizing a broad network of contacts to achieve a specific purpose, exchanging information. That information might include:

- Sharing and/or receiving information on a subject of mutual interest (such as training industry trends, innovation or ideas around training related products and services.)
- Identifying new fields and/or industries where your skills and experience may be valuable. Statistics have consistently shown that at least 60% of all jobs are found by networking.
- Keeping up-to-date on the status of people, events and resources that are important personally or professionally.

While networking was traditionally conducted via telephone and personal face-to-face meetings, the advent of email, the Web and the creation of virtual communities have enabled professionals to dramatically expand the breadth and depth of their networks.

One virtual community of particular importance to Training, OD and HR professionals is LinkedIn.

What Is LinkedIn?

LinkedIn is a virtual community of more than 30 million experienced professionals from around the world, representing 150 industries. When individuals join this virtual community, they not only make themselves more visible to the business

community but they also increase the strength of their network by connecting to valuable contacts and building strong relationships with other business professionals.

LinkedIn is a social networking site. Once you join, (it’s free to join) you send out messages inviting members of your own personal network to join the site. New members repeat the process, growing the total number of members and links in the network. Unlike some other social networking sites that you may be familiar with (MySpace, Facebook) LinkedIn is targeted specifically at business professionals and executives.

LinkedIn is built on the concept of “six degrees of separation” – which has become a well known phrase in our culture – and that is the theory anyone on earth can be connected to any other person on the planet through a chain of acquaintances that has no more than four intermediaries. So, through LinkedIn, your network essentially consists of your connections, your connections’ connections, and the people they know, in turn, linking you to thousands of other business professionals.

To learn more about LinkedIn visit the web site at www.linkedin.com.



ASTD National News Professional Development Opportunities

ASTD TechKnowledge® 2009

January 28-30, 2009
Las Vegas, Nevada

ASTD 2009 International Conference & Exposition

May 31 – June 3, 2009
Washington, D.C.

For more information log onto the ASTD website at www.astd.org.



November 19th General Meeting Recap



- 8) **Make it fun and keep it moving:** frequent breaks, music before/after the session, candy on the tables, and dinner on the second evening all combine to make this an enjoyable program for the participants.
- 9) **Make being a better leader matter:** the program builds in accountability (assignments/coaching/follow up/commitments etc.)
- 10) **Care about each individual every moment:** John and the facilitators not only care about the participants, but also their families and others supporting the program

All of these points have resulted in a 96% capacity in the program, many success stories, thank you letters to the CEO/BU presidents, and Business Units that have offered additional funding from their budgets to get more folks involved in the program!

“WOW! THIS IS ONE OF THE BEST PROGRAMS I HAVE EVER BEEN TO”

was presented by John Mallin (Leader of Global Talent Development with Owens Corning). John believes in engaging the hearts and minds of the learners so they fully transfer and apply the learning to produce better business results. In this presentation he shared 10 design elements that have produced excellent results for OC in their Extraordinary Leadership Program. According to John, “there isn’t any magic in these points, but it is the design of this program that really made the difference.” John’s 10 points for a powerful design include:

- 1) **Personalize the experience:** from the moment participants walk into the building they know this class is a different experience – beginning with the signage in the lobby to personalized binders, wall charts etc.
- 2) **Make important points visible:** John uses over 50 posters for this program to provide reinforcement of the key points.
- 3) **Tell lots of stories to anchor/reinforce key learning points:** storytelling is a key (and powerful) part of this program.
- 4) **Learn through doing & sharing with each other, not the facilitator telling them:** 70% of the program involves participants applying, sharing, and practicing key skills.
- 5) **Connect to the customer:** the importance of connecting to both the internal and external customer is stressed.
- 6) **Personalized coaching & feedback session for each participant:** all participants have a personal coaching session during the program.
- 7) **Senior Leadership is a visible part of the program:** the OC senior leadership takes an active part in facilitating this program.



GTAC-ASTD Winter Scholarship Winner

Congratulations to Brenda McKinley - winner of the GTAC-ASTD \$500 Scholarship!! Brenda is a member of GTAC-ASTD and is pursuing her Master’s Degree in Business Education at Bowling Green State University. The scholarship will be awarded at the January 21st general meeting.

The GTAC-ASTD will be awarding a second scholarship in the spring of 2009. Application information will be available soon, so watch for upcoming announcements!

Please give us your feedback!

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Spotlight on Chapter Members

Spotlight on.....Mary Ellen Albritton



Mary Ellen Albritton is the Corporate Training Specialist for Sofo Foods, a new role for the company. She will be managing training for the organization, including development planning and coaching. Prior to Sofo's, Mary Ellen worked in the North American Learning Center at Holcim (U.S.), managing leadership development, mentoring, and other learning initiatives. Before Holcim (U.S.) Mary Ellen spent nine years in Dana Corporation's learning organization and ten years at The Andersons Retail Division in training and operations.

Mary Ellen is a graduate of The University of Toledo in Communications (B.A) and has an M.A. in Educational Technology.

Passionate about the field of learning and development, Mary Ellen's enjoyment comes from working with people throughout the business to address development opportunities that will improve strategic business goals. Her favorite work has been coaching leaders to create a high impact learning culture that achieves business results.

She joined ASTD to reconnect with colleagues in the learning and development field, and to consider together the future roadmap for performance improvement within the changing economy and global market.

Up until now few people knew that Mary Ellen loves to travel, having visited 13 countries thus far.

IT'S YOUR TURN!

Members are encouraged to submit items for the newsletter. Please contact Michelle Tambor, at matambor@bex.net. For additional training resources, visit our website at www.gtac-astd.org.

Spotlight on.....Jim Traver



Jim Traver is President of HR on Demand, a full service firm offering customized programs in the areas of training & development; progressive discipline; compensation, employee handbook review and development; HR Audits; safety training and audits; and staffing and recruiting. He is also President of the training firm Corporate STAR which offers customized full emersion simulation training for client determined outcomes.

Prior to starting HR on Demand, Jim worked most of his career at what is now FirstEnergy where he was responsible of Corporate Training and Organization Development, Employment, EEO and Affirmative Action.

Jim joined GTAC-ASTD in the early 1970's to learn more about the field of Training and Development. Although he has held several chapter offices over the years, most recently President (2007-2008), Jim still finds that he has much to learn from others in the Training field. One area of Jim's work that gives him a great amount of satisfaction is when participants participating in full emersion simulations begin to see the impact of their behavior and commit to making changes that will help them become more effective in the work and home life.

Little known facts about Jim are:

1. He has owned and ridden motorcycles since he was 16 years old; and
2. He trains dogs in obedience, tracking and protection. He is currently training a dog in agility.

*Happy Holidays from your friends
and colleagues at GTAC-ASTD!!!*

