



# The Exchange



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

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## Career Action Plan for the New Year

By Deborah Walker

People make New Year's resolutions with the best intentions, but they often fail for lack of a solid action plan. If you've resolved for 2006 to move your career forward into a new industry, occupation or level of responsibility, increase your chances of success with this three-part action plan focused on results.

1. Know your career objective
2. Update your resume and cover letters
3. Update your network and networking skills

### Know your career objective

Knowing your career objective may sound obvious and easy. If, however, you are dissatisfied with your current position, it can be difficult to sort out the good from the bad. You may not fully understand the target of your dissatisfaction: Is it your job or your employer; your company's culture or your supervisor? Analyzing what you want in a job is a good start in determining the best new job for you.

If you are uncertain what type of position to focus on, start by identifying the transferable skills you enjoy(ed) using in your current or past positions. A professional career coach can be helpful in sorting out what you want to keep and, more importantly, what you want to avoid in your next position.

### Update your resume and cover letters

If it has been a while since your last job search, your resume may no longer reflect your current career direction. Don't forget the most important elements of a strong resume: solid achievements that illustrate your transferable skills, and key words and phrases to capture employers' attention and interest.

*(Continued on page 2)*

## SPONSORS NEEDED!

Greater Toledo ASTD would like to provide you with an opportunity to help reach our membership. We're in the process of devising some creative ways to help organizations or consultants sponsor our meetings and chapter.

Currently we're looking for something as simple as providing room accommodations for monthly meetings. If you have a room that would accommodate 45 people comfortably that has audio-visual capabilities and is centrally located, we'd love to hear from you.

If you'd like more information, contact Mary Cobb, President, GTAC-ASTD at 419/254-4095.

Look for more opportunities in the future to sponsor your local chapter.

## Upcoming Events

### **MARCH 16 - Breakfast Meeting**

*Selecting and Measuring Effectiveness of Coaching*

Elyse Sutherland, PhD, of Right Management Consultants

### **APRIL 19 - Late Afternoon Meeting**

*Change*

Bev Seiford and Al Bilxt  
of DanneMiller Tyson

### **MAY 16 - Evening Meeting**

Jim Seaman of Owens Corning

### **JUNE 16 - All Day**

Golf Outing with TAHRA

*Please join us!*

(Continued from page 1 )

Cover letters can make the difference between a warm reception or a cold shoulder. While it's true that not all resume screeners read cover letters, those who do are never impressed-and are often put off by cover letters that sound phony or mass-produced. If you are uncertain of your resume writing skills, a professional resume writer can transform your so-so resume and cover letters into true selling tools.

### Update your networking skills

A good job-search network consists of all those persons who can provide information about future or current career opportunities. You say you don't have a network? You probably do, but you just haven't thought about people who could fit this category. Start by identifying groups of people that you are in contact with on a regular basis, such as professional associations, church, college alumni groups, and neighborhood associations. Then identify the individuals within those groups with whom you feel comfortable and who could help you learn of job leads.

Many of my resume and coaching clients lament their poor networking skills. I always tell them not to worry; they are in good company because most people feel inadequate when it comes to networking. Before you dismiss the value of a strong network, remember: In securing all-important job interviews, it's very often not what you know but who you know. There are many resources available for learning how to build and utilize a network to your job-search advantage: books, online articles, workshops, and career coaches trained in the most effective networking techniques.

Once you've put your job-search action plan into practice, you'll be on your way to a better job and a better life.

Deborah Walker, CCMC  
Career Coach ~ Resume Writer  
Find more job-search tips and resume samples at: [www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)  
email: [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com).

## **HIGHLIGHTS from the 2005 State of the Industry Report**

The annual training expenditure per employee increased to \$955 per employee, up from an average of \$820 per employee in 2003 and 2002. (This increase reflects in part better accounting of training expenditures.)

Employees are receiving more hours of formal learning 32 hours of learning per employee in 2004, up from 26 hours in 2003.

Average expenditure as a percentage of payroll did not change in 2004 from the previous year, remaining steady at 2.34 percent.

Training delivery via learning technologies increased to 28 percent in 2004, up from 24 percent in 2003.

The percentage of expenditure for external services has risen steadily since 2003, with the average now at 27 percent. The services most frequently purchased externally were technology infrastructure and content design, development, and delivery.

In all categories of organizations that provided data for this report, profession- or industry-specific content was allocated the most learning content in 2004. Managerial/supervisory training and business processes were the second and third largest content areas.

### **WEBSITE HELP NEEDED!**

**We are seeking a VOLUNTEER  
to manage and update  
the Chapter website.**

**If you or someone you know is  
interested, experienced, capable,  
and has access to the appropriate  
software, please contact  
Nancy Hegedus at  
419-872-0781 or  
email: [nhegedus@rootlearning.com](mailto:nhegedus@rootlearning.com).**

***It's what you learn after you know  
it all that counts.***

~Attributed to Harry S. Truman



## Submissions

The Exchange newsletter welcomes these contributors:

### Content

All members are encouraged to submit articles and information:

- Feature articles: 300-500 words
- Short articles: Tips, reviews, resources, FYI: 100-200 words
- Member accomplishments: Published works, awards, promotions, kudos, congrats
- Announcements: Reminders, position openings
- Thanks to those who have provided assistance to GTAC-ASTD

### Photos

Quality pictures of members and chapter happenings are always welcome, accompanied by descriptions/captions.

### Feedback

What do you like about the newsletter? What would make it better? Share your thoughts and questions.

### Advertising

GTAC-ASTD accepts advertising at the rates below for training related programs, products, services, and facilities. Display advertising should be camera-ready and accompanied by check payment to GTAC-ASTD. Discounts are available for multi-issue ads.

Business card	\$25
Quarter page	\$40
Half page	\$60

**Contact the Newsletter Editor:**

**nhegedus@rootlearning.com  
419-725-1038**

## GTAC ASTD Board 2005-06

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## Why GTAC-ASTD EXISTS

The Greater Toledo Area Chapter of ASTD has been established to provide for professional growth, development, and networking of our members; and to better utilize human ability in business, industry, government, the professions, and education.

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# National News

## ABOUT ASTD



ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and performance professionals.

ASTD's 70,000 members and associates come from more than 100 countries and thousands of organizations, multinational corporations, medium-sized and small businesses, government, academia, consulting firms, and product and service suppliers.

ASTD marks its beginning in 1944 when the organization held its first annual conference. In recent years, ASTD has widened the industry's focus to connect learning and performance to measurable results, and is a sought-after voice on critical public policy issues.



## ASTD Announces 29 Winners in its Third Annual BEST Awards

*Awards Recognize Organizational Commitment to World-Class Learning and Performance*

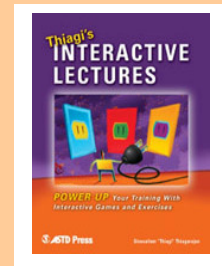
The American Society for Training & Development (ASTD) announces that 29 organizations from six countries are winners in the 2005 ASTD BEST Awards competition.

Caterpillar Inc. in Peoria, IL holds the first place ranking.

The ASTD BEST Awards recognize organizations that demonstrate enterprise-wide success as a result of employee learning and development. According to Tony Bingham, ASTD's president and CEO, The 2005 ASTD BEST Award winners set the standard of excellence for exceptional practices in employee learning and development. Bingham continues, The winning organizations understand how to leverage employee learning with other critical business functions to achieve maximum impact, efficiency, and performance across the enterprise.

More information about the 2005 ASTD BEST Award winners may be found in the October 2005 issue of *T+D* magazine.

## What's new in the ASTD Store!



### Interactive Lectures Sivasailam Thiagi Thiagarajan

The juxtaposition of the words "lecture" and "interactive" might at first appear an unlikely pairing, but Thiagi has managed to pull off an intellectual slight of hand in *Interactive Lectures* so that the unusual word association makes perfect sense. While admitting that lectures are "probably the most ridiculed training technique," the author provides a solid argument for taking a second look at the method. He offers readers seven well-tested interactive lecture methods capable of turning almost any stand-up lecture into true two-way communication by incorporating highly stimulating game elements and exercises. The book offers specific guidance on how and when to use the games and exercises provided in the book along with step-by-step instructions for their application and blending in the classroom. In addition, icons throughout the book refer the reader to a full set of handouts that are included in the appendix section of the book. Readers are encouraged to photocopy or modify these useful tools to meet the specific needs of most audiences and lecture topics.

ASTD National Member Price: \$ 29.95  
Non-Member Price: \$ 34.95

*Our chapter benefits from your ASTD purchases! When you place your order, please reference [CH3092](#).*