



News Item

**2007 ASTD
International
Conference
and Expo**

Atlanta, GA

**Registration
Fee Discount**

**If 5 or more
attend we
qualify for
registration
fee discounts!**

**If you plan to
attend contact
Lee Ann Smith
at
Lee.Ann.Smith
@state.tn.us**



Dear ASTD Friends,

As I talk with workplace learning professionals (WLP) a common problem is tracking participant training. It doesn't seem to matter whether it is a small department with a few individuals recorded on a spreadsheet or a large organization with a sophisticated learning management system (LMS) there are questions and issues causing headaches. Where do we start? What information do we track? Do we need an LMS or is an Access database good enough? How do we use the information for planning, preparation, and evaluation? Maybe you can identify with this quandary? The best place to start is your training plan. If you don't have one, develop one. The kind of training the employees receive, the goals and objectives of the training program, and the intended use of training information will guide decisions about a management system. An excellent source of information on learning technology is the ASTD Techknowledge Conference. Techknowledge 2007 was held January 31 thru Feb 2 in Las Vegas. This year's conference sold out! If you missed it watch the website for conference materials and presentation handouts. If you attended please let us know if you have materials to share. I attended a couple of years ago when I was in the midst of sourcing an LMS and coordinating a web based training program. It is worth doing your own research. Each situation is unique. What works for another program may not meet your program needs or may be overkill for your industry (e.g., not highly regulated). Another good source of information is the T & D magazine from ASTD national. The Technology department article explains the latest trends in training technology. No budget, no problem. You will be surprised at how many low cost and no cost options for creative solutions there are if you just spend some time searching and investigating. On the other hand don't be seduced by all the bells and whistles just because you have a large budget. You want your system to be used. Make a matrix of features prioritizing those you decide are most important based on your plan and your users. An excellent article on selecting an LMS can be found on the Chief Learning Officer website (http://www.clomedia.com/content/templates/clo_webonly.asp?articleid=365&zoneid=78). I have also put it on our chapter website under Resources/Articles. In addition, this month's speaker, Joe Fournier, Chief Learning Architect for Rapid e-Learning, LLC, is going to help us explore the challenges presented by technology and the future of e-learning. You don't want to miss this opportunity to hear one of the top industry experts and discuss this topic with your fellow practitioners. See you on the 15th.

Lee Ann Smith

**Job Postings
Are Now
Available
Online!**

<http://www.astdtn.org/resources>

**This month's
featured Job
Postings**

**Medical Manager
Software Trainer
Community
Health Systems,
PPSI
ppsi_resumes@
chs.net**

**E-learning
Production
Manager ,
Duthie Associates
hr@duthielearnin
g.com**

**Skills/Technical
Training Manager
Keystone
Automotive
Industries
[www.keystone-
auto.com](http://www.keystone-auto.com)**

**Training and
Development
Specialist,
Oak Ridge
Associated
Universities
[http://www.orau
.org/jobs/](http://www.orau.org/jobs/)**

**Manager,
Restaurant
Training, Cracker
Barrel Old
Country Store,
Inc.
humanresources
@crackerbarrel.c
om**

ASTD 2007 International Conference & Expo Call for Career Center Presenters & Coaches! (deadline for submission February 16, 2007)

ASTD will once again have a Career Center in the 2007 International Conference & Expo in Atlanta and you're invited to be a part of this exciting conference feature!

The American Society for Training & Development (ASTD) will hold its ASTD 2007 International Conference & Expo in Atlanta June 4-6, 2007. The conference will be held at the Georgia World Congress Center. For more details on the conference, visit <http://astd2007.astd.org/>.

The attendees at the conference will range from novice, part-time practitioners to individuals with more than 20 years of experience in the profession at various levels of their profession. The programs and services will need to meet these needs.

Career Center Volunteer Opportunities

Career Program Presenter

Present either a 45 or 75-minute interactive program on an aspect of career development and/or job search strategizing. A key element for the Career Center programs is the opportunity to participate in discussion. Q & A time should be integrated into the program.

Presenters must be available on each day until final programs are determined and specific dates and time slots are assigned. All presenters will be asked to attend a brief orientation program, scheduled for Sunday June 3rd at 12:00 p.m.

ASTD will responsible for making photocopies of presenter handouts as long as the deadline of May 1, 2007 is adhered to for submission of handouts.

Resume and Mock Interview Coaches

Attendees will have the opportunity to meet with a resume reviewer or interviewer for a 50 minute one-on-one session. Volunteers will critique resumes and help attendees to develop a strong marketing tool for their search. Volunteers will also provide mock interviews if participant requests. Coaches are asked to critique resumes or provide mock interviews for at least 5 hours during one day. All coaches will be asked to attend a brief orientation program, scheduled for Sunday June 3rd at 12:00 p.m.

Career and Executive Coaches

Attendees will have the opportunity to meet with career and executive coaches for a 50-minute one-on-one session. The sessions could cover issues such as defining career goals, strategizing a job search, planning a career move or next step in their current organization, assessing their leadership skills, and/or solving a problem "on their desk right now". Coaches are asked to be available for at least 5 hours during one day. All coaches will be asked to attend a brief orientation program, scheduled for Sunday June 3rd at 12:00 p.m.

Volunteer Compensation

√ One complimentary 1-day full conference admission based on one day of volunteer commitment. (Reviewers and Coaches – one day is defined as a morning or an afternoon block of one-on-one sessions. No additional conference admission will be given for additional time volunteered.)

Continued on next page . . .

Management
Development
Specialist,
Cracker Barrel
Old Country
Store, Inc.
humanresources
@crackerbarrel.c
om

Organizational
Development
Internships,
ShuttleMax
Lindsay.Sale.Tinne
y@ShuttleMax.ne
t

Change
Management
Manager,
Manufacturing
Rchapman@HRse
arch.com

Manager,
Organizational
Effectiveness,
Food and
Beverage
Rchapman@HRse
arch.com

Director,
Organizational
Development,
Food and
Beverage
Rchapman@HRse
arch.com

√ Coaches, Reviewers, and Presenters will be listed in the ASTD 2007 Career Center Guide. The listing will include complete contact information.

√ Coaches, Reviewers and Presenters will be able to market services, publications, and programs on a shared table at the Career Center.

ASTD will be charging conference attendees for these sessions to offset expenses of marketing, equipment rental, etc. No fees will be paid to any volunteer coaches, reviewers or presenters.

Time Table

February 16, 2007	Applications due to Marshall Brown COB
February 23, 2007	Notification by Marshall Brown of acceptance of program and/or resume, interview, coaching services
May 1, 2007	Handouts due for career programs
June 3, 2007	Orientation session for all volunteers
June 4-6, 2007	ASTD Conference

Next Steps

Review the selection criteria for program presenters, resume and interview coaches, and career and executive coaches.

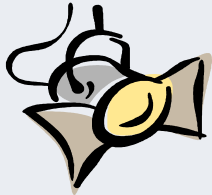
Complete the Call for Program Presentation Proposal and/or the coaching questionnaire. **(attached)**

Return to Marshall Brown (marshall@mbrownassociates.com) by COB, **Friday February 16, 2007.**

Marshall Brown has been selected to coordinate the ASTD 2007 Career Center. He is working closely with ASTD staff to ensure that volunteers and participants experience the best Career Center programming and one-on-one sessions possible. Any questions should be directed to Marshall Brown (marshall@mbrownassociates.com or 202.518.5811).

I look forward to hearing from you. On behalf of ASTD, I appreciate your willingness to contribute to ASTD's 2007 Career Center!

Marshall Brown
ASTD Career Center Consultant
Founder, Marshall Brown & Associates
Member, International Coach Federation and the Association of Career Professionals
International



Golden Torch Awards



GOT A TORCH?

The Japanese have a word for it. When - in their processes for creating a product, providing customer service, or supporting the organization's goals - the Japanese need to remind themselves of a necessary action or standard to be met, they display a *kanban*.

Literally, *kanban* means "lantern". Adapted for their management philosophy, the modern *kanban* is a device used to "light the way" to the next step. Our chapter's *kanban* for excellence are the annual Golden Torch Awards (GTA).

Yes, they recognize excellence, but they also serve as models of what is possible - reminders that we can sometimes apply our energies in new and more effective ways to help those we serve.

During the rest of this year the GTA Committee will highlight past winners of these awards, telling their stories about challenges, struggles, and successes. Sure it's a pat on the back. However, these stories have ingredients that can serve as *kanbans* for each of us. They get the pats, but we get the insights; insights that may help us overcome the latest challenge to hit our desks.

5 Categories, 5 Possible Roads

Those who have displayed excellence in **Achieving Results** have secured big wins by using practices or tools from the entire workplace learning and performance toolbox. Rob Bingham is just such a person.

T Mobile had a problem; their associates were wrongly transferring far too many calls to their internal Fraud Department. Naturally, the folks in Fraud were none too happy. The problem landed in Rob's lap; here is what he did.

Continued on next page . . .

First, he identified the causes for inappropriate transfers, used an innovative pre-assessment tool to precisely target his audience, and then built an effective learning program around the specifics.

T Mobile loved the results: inappropriately transferred calls dropped by 23%, overall performance increased 13%, and Rob saved his company \$3.2 million! Hey, give that man an award.

Those who have achieved excellence in **Chapter Service** have gone over the top in responding to our chapter's needs and expectations. Marty Nord is just such a person, and American General's Financial Group is such an organization.

While growing her own communications consulting firm, Marty served as a chapter officer *four* times. She then continued her service on our Board for years. At the same time she also provided leadership to local Society for Technical Communication chapter. Give that tireless lady an award!

American General has long been known for volunteering its resources. But the resources provided to our chapter were really "over the top." First, they developed long-term learning programs for sales and management; then they shared their experiences with the chapter. Their programs were excellent models of what is possible. But American General didn't stop its chapter support there.

For years they've supported the efforts of two of our most productive members, Linda Hughes and Carolyn Rowe. Both have served on key committees. In addition, American General hosted several chapter events, and provided their hospitality and space each month for Board meetings. That level of support certainly deserves an award!

Continued on next page . . .

Those that display excellence in applying an original theory, model, or process (that can have major implications for the rest of us) deserve an **Innovation in Practice** award. We are lucky to have had three excellent models for each of the last three years!

Rose Winneford and Valerie Durio led a team at Williamson Medical Center that tackled any hospital's biggest test: passing the tough, lengthy accreditation process required by the Joint Commission for Accreditation. Failure was not an option. This team's training approach resulted in an incredible 96% score.

Dayle Savage's research resulted in a new model for consulting. Her Discerning Action model gives new, more powerful definitions to our roles as business partner, learning strategist, and project manager in learning and performance.

The Needs Assessment Team at MTSU's Center for Organizational and Human Resource Effectiveness partnered with the United Way and other Rutherford County leaders. Together they created a new model that explains the complex relationships between the community and United Way's limited resources. Using the model, United Way was able to multiply the effectiveness of its efforts.

These members and their teams not only advanced our profession, their efforts led others to meet and exceed critical goals. They certainly deserve our top awards!

Those that use technology to ramp up an organization's services or product are recognized with a GTA in **Technology**. Chapter member Ross Scott and his team at Healthways, Inc. were locked in a room with that "800 lb. gorilla." If the company won a critical contract, Ross' team would have to multiply their ISD developers' output *more than 5-fold* and do that *immediately!*

The team engineered an XML- and Flash-based design/development template from the ground up. Their "9 Ball" platform was easy to use, efficient, and automatically incorporated instructional strategy. Using "9 Ball", Healthways' developers, learning scientists, graphic artists, and SMEs quickly created top-notch lessons.

As a result, Healthways, Inc. saved an estimated \$1 million over 16 months on a \$30,000 investment. *That* brought a smile at corporate. Smiles became jubilation when Ross and his team not only won our Golden Torch, but were recognized nationally with a BEST IN PRACTICE award from ASTD.

While our chapter has not awarded a GTA in the **Community Service** area (selflessly using our skills to improve the community) recently, that opportunity for recognition also exists.

The efforts described above are stellar, for sure. While most of our work may not reach those heights on a daily basis, we can learn from others' struggles. Their accomplishments can serve as our *kanban*, lighting our path for small or monumental challenges. Our Golden Torch Awards aren't just recognition, they are *lessons* waiting to be used.

Spotlight on 2006 Golden Torch Winners!

Two Golden Torch Awards were presented at the December 2006 meeting on MidTN ASTD. The Golden Torch Award is a symbol of excellence for our Chapter. It recognizes contribution of individual, team or organization in workplace learning and performance. The Golden Torch acknowledgement is through nomination of our peers in five categories: Achieving Results, Chapter Service, Community Service, Innovation in Practice and/or Technology.

The first award was presented in the category of *Technology* for providing a technology-based service or product to allow an organization to better serve its

Continued on next page . . .

Healthways Award



customers. This year's Golden Torch winner in Technology was **Healthways, Inc. – Education Team**. The company engineered an XML- and Flash-based template, codenamed "9-ball", from the ground up. The template is graphically appealing, intuitive, and easy to use by learners, even those unaccustomed to e-Learning. It allows developers to load content efficiently and it accommodates a scientifically-based instructional strategy.

The design integrity of the 9-ball platform allows content developers, learning scientists, visual artists, and subject matter experts to work together cohesively to quickly and intentionally develop highly engaging instructional modules in a relatively short time span. When the company won the government contract, it used the platform to load five weeks worth of content that was then used to train its clinicians effectively. So successful was 9-ball, in fact, that the education team will use it as the primary platform for e-learning in the future.

The final product is used by classes averaging in size from 10 to 30 clinicians at any one time. The total investment in the program by the organization was approximately \$30,000. In the first four months, the program saved the organization an estimated \$250,000 in content development costs, with an additional savings of \$750,000 projected in the coming year. Updates to the program will occur as needed throughout the life of the program. Projected annual updates cost is \$10,000. Accepting the award for Healthways were Dr. Brandyn Payne and Dr. Ross Scott

MTSU Award

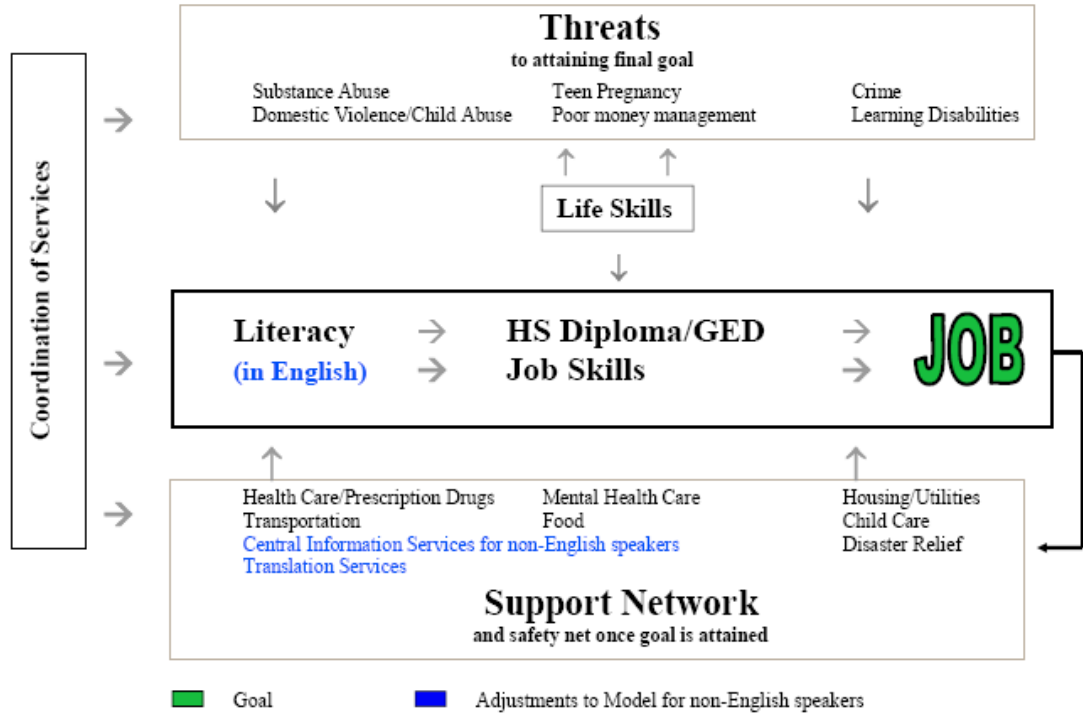


The second award was presented in the category of *Innovation in Practice*, which adds an original theory, model, process, or unique application that hold major implications for practitioners. The award was presented to **United Way of Rutherford County and MTSU's Center for Organization and Human Resource Effectiveness, Needs Assessment Team**.

Present to accept the award were Aurelia Holden, Director of Agency & Volunteer Relations for the United Way of Rutherford County and Anna Wilson, Laura Maria Smith, Dr. Mike Heine, and Dr. Rick Moffitt from COHRE.

The Unity Way of Rutherford County needed an efficient and usable way to make decisions based on the relative importance of health and human services needs to the county. The Rutherford County Needs Model designed by COHRE's Needs Assessment Team allows the United Way to make such decisions. It allows the United Way to visually picture how the needs inter-relate, and how well their agencies are addressing each need category in the model. To further evaluate each agency's effectiveness, the 'measuring outcomes' training was developed to give a standardized method for reporting outcomes.

The results from the focus group formed the basis for the model (See below for the model). The model was then used to develop new funding application process and new allocation of funds process which were designed to support the remediation of root causes of social issues. (See model below). Additionally, CBT and blended training was developed to assist the staff of UW, members of the various applying agencies, and members of the allocation panel in learning about the new application and allocation processes.



Mark Your Calendars!

Upcoming Program

February 15th
Joe Fournier
Chief Learning Architect

DON'T MISS FEBRUARY'S PROGRAM!

WHEN

Thursday, February 15, 2006 4:00pm – 6:00pm

WHERE

New Horizons CLC
227 French Landing Drive
Suite 400, 4th Floor
Nashville, TN 37228

Leveraging Technology for Effective, Engaging Learning Solutions

Joe Fournier, Chief Learning Architect

If a meteor crashed down into the parking lot, would you look up from your e-learning? Of course you would...but what if a new e-mail message arrived, or you

Continued on next page . . .

thought of something you needed to google? There's a lot of competition for your learners' attention...and it's ever on the increase. So how can rapid e-learning help you compete for your learners' mindshare? What are the problems and pitfalls we face in leveraging technology to produce effective, engaging solutions? And what does the future of learning look like? Who are we really competing with?

We are pleased to welcome Joe Fournier, Chief Learning Architect for Rapid e-Learning, LLC. Joe has been involved in learning and communications for over 20 years. His recent articles for ASTD's Learning Circuits explore the current state, problems and future of rapid e-learning.

January 18th Meeting – Integral Change: A Current State and Future State Model for Leadership & Organizational Development



**Our
board
members:**

- Considered ways to serve the membership in 2007;
- Conducted planning for the year;
- Increased group cohesiveness;
- And had fun!

2007 Board Annual Retreat



**This is your
chapter – the**

**Middle
Tennessee
Chapter**

Our Chapter Number is **CH4072**. Please use this number when ordering from the ASTD website – the chapter receives a small percentage of your purchase price.

To access the members only section email info@astdtn.org to get the username and password.

ASTD Social Networking

National Members Only

“No matter what your industry, developing Quality professional relationships is a Cornerstone to success. ASTDConnect web Based, interactive community allows you to:

- Save time by managing more relationships with less effort
- Easily connect with people and content relevant to your business objectives
- Build a quality contact database by searching and filtering results by company name, job titles, industry, business focus, geography and more.

Take advantage of this new tool for members only.”

Special Interest Group

“A new SIG (Special Interest Group) for OD members has been formed. Seven members met for dinner after the last general meeting and decided to form the SIG.”

Please contact Pat White at results@patwhitecoach.com for more information.

Thank you to our Survey Sponsor: Inquisite Web Survey System



Thank You to Our Past Program Sponsors



Center for Organizational and Human Resource Effectiveness

Duthie Associates, Inc.

