



2008 Board Of Directors

Rick Moffett

President

rickmoffett@bellsouth.net

Toby Cannon

President - Elect

TCannon@BMI.com

Melissa Holley

VP Administration

mdholley@gmail.com

Cecelia Worcester

Co – VP Programs

cecelia.worcester@strayer.edu

Kiffin McCoy

Co – VP Programs

kmccoy@storeopeningsolutions.com

Jan Wilson

Co – VP Membership

JWilson@insightpartnersinc.com

Tanya Davis-Barlar

Co – VP of Membership

tbarlar@thda.org

Caitlin Stewart-Congdon

Co – VP Marketing and Communications

caitlins@goodwillmidten.org

Andrew Duthie

Co – VP Marketing and Communications

andrew@duthielearning.com

A Note From The President



Golden Torch Awards: Shining a Light on the Successes of Our Profession

What are the Golden Torch Awards?

The Golden Torch Awards symbolize excellence for our ASTD Chapter. Nominating a chapter member or an organization for a Golden Torch Award is one of the tangible ways we recognize professional successes in learning and performance. There are five nomination categories:

- **Achieving Results.** Achieving results through practices, interventions, and tools from the entire scope of workplace learning and performance. *Example: Creation of a new-hire orientation process that decreased turnover by 45%.*
- **Chapter Service.** Adding to the chapter's ability to achieve its vision and realize its mission by responding with exceptional resources to member and customer needs and expectations. *Example: Implementation of Middle TN ASTD's Strategic Planning Committee.*
- **Community Service.** Utilizing training and performance skills to selflessly improve our community. *Example: Pro-bono design and facilitation of volunteer orientation and strategic planning retreats for a non-profit service organization.*
- **Innovation in Practice.** Applying original theory, model, or process that holds major implications for practitioners of workplace learning and performance. *Examples: Kirkpatrick's 4 levels of evaluation, ADDIE model.*
- **Technology.** Providing a technology-based service or product that helps an organization better serve its customers. *Example: Implementation of an Intranet delivered 360-degree survey instrument.*

The winners of the Golden Torch Awards are announced and honored at the December chapter meeting.

Why is it important to nominate someone?

So many times great work goes unheralded or even unnoticed. Perhaps you know of someone in our Chapter who has made a significant contribution to the field of workplace learning and performance or who has provided outstanding service to our Chapter. Perhaps you know of an organization that has achieved some remarkable results. Just being nominated could provide that person or organization a sense of accomplishment and affirmation. I can tell you from personal experience it was a thrill to be recognized by my peers via a Golden Torch Nomination.

How do you make a nomination?

All Chapter members will soon be able to go to the Chapter web site (www.astdtn.org) and download the Golden Torch Award Nomination form. The form will be located in the *Members Only* area under *Awards*. It is relatively easy to fill out the form and you can send it electronically to the Golden Torch Awards Nominating Committee. Nominations are due no later than November 7, 2008. More information about the process will soon be on the web site.

I encourage you to take the time to nominate some worthy person or organization for a Golden Torch Award. You'll feel good and so will they!

Regards,
Rick Moffett

Carolyn Rowe
Co - VP Community
Relations
carolyn_rowe@aigag.com

Mike Weaver
Co - VP Community
Relations
Mike.weaver@healthways.com

Sally Johnson
VP of Finance
Johnson.7448@comcast.net

Lee Ann Smith
Past President
Lee.Ann.Smith@state.tn.us

2008 Board
of Directors

AUGUST MEETING: **Thursday, AUGUST 21ST, 2008**

Have Some Fun Networking with Your ASTD Colleagues

For the second of our summer networking sessions, we set up an easy opportunity for all of our members and guests to network with peers in the training and development industry.

Join us for a quick look at how easy (and fun) networking can be.

NOTE: The food is included at no extra cost. Individuals are responsible for their own beverage.

Giveaway!

TWO free tickets to the "Disney Keys to Excellence" program coming to Sheraton Downtown Nashville on September 9, 2008. Active members of ASTDTN can also register as a preferred guest and obtain a discounted rate using the code ASTDTNEMLE. For more information visit www.keysnashville.com.

WHEN

Thursday, August 21, 2008 – 4:00 PM - 6:00 PM
Central Time Zone

WHERE

MAFIAoZA's
2400 Twelfth Avenue South
Nashville, TN 37204
USA

AUGUST MEETING: **Thursday, AUGUST 21ST, 2008**

Submit Articles & Ideas to Your Newsletter

The Middle Tennessee Chapter of ASTD continually strives to bring you the most useful, timely content.

This newsletter belongs to you. We need your contributions!

Please submit articles, ideas, and suggestions to the newsletter editor, Angela Ellis by the ***second Monday of each month.***

Her email address:

angela.ellis@cat.com

Most Training Fails

I have been in the training industry since 1986, and there's something I know that you probably know, too: **Most training fails.**

Yes, fails. Too often training makes no difference. It adds no value, creates no change—and in the end, is a cost rather than an investment. Why? Because both buyers and sellers make mistakes. ***And in the current economy, we can't afford mistakes.***

On the "vendor" side, more often than not, the training rep is hungrier to make the sale than the buyer is to complete the purchase. Thus, desperation can lead the vendor to sell the client the wrong training, just to make a sale. Many years ago, a paper manufacturer contracted for a three day senior staff "management training" project facilitated by yours truly. Looking back, it was not what they needed. What this group (can you say *dysfunction junction?*) really required was an extensive intervention by skilled therapists. In way over my head, the project failed. My name was Mud. And, honestly, it was *my bad*.

Furthermore, **some training suppliers don't just sell the *wrong product, they sell a bad product.*** There's a lot of junk on the training market, and when it doesn't work, it gives the industry a well-deserved lousy reputation—and is a waste of the customer's time, energy, and money.

On the buying side, even when clients purchase really great stuff, they too can make really big mistakes. One banking institution acquired \$157,500 worth of training material to use in-house—and then lost it. Yep, a year after we traded money for material, they had *still* not implemented and *could not find the product*. It had all been warehoused in well, they didn't know. But this wasn't just about misplacing paper and plastic, this was also about changing priorities. Business was now great and they were simply too busy succeeding to implement the training they'd paid for.

Today, that struggling industry needs the training, but "can't afford it." *That is bad.*

from QBO Quicknotes, by John Miller with Kristin Lindeen

Get Back to the Basics

Even the best training and development professionals need a refresher now and then. New, veteran, and occasional trainers will all benefit from the new *Infoline reference, Trainer for a Day*, which is a quick, comprehensive review of training fundamentals available through ASTD.

Designed with the “occasional” trainer in mind, *Trainer for a Day* reviews the basic principles of adult learning, details the variety of effective instructional methods, and provides guidelines for writing clear training objectives.

List Price: \$12.99

[ORDER NOW!](#)

Subscribe to *Infoline*

15 for the price of 12 with any 1-year subscription.

[Start your subscription today](#)

THE AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT – MIDDLE TENNESSEE CHAPTER WELCOMES THE DISNEY KEYS TO EXCELLENCE

The *Disney Institute* is bringing its renowned professional development program, the “Disney Keys to Excellence” to **Nashville, TN**, on **September 9, 2008**. This one-day workshop will introduce participants to Disney success stories, management philosophies, and behind-the-scenes operations that have made the *Walt Disney World®* Resort a benchmark for businesses around the world.

The “Disney Keys” program will showcase four 90-minute sessions.

American Society for Training & Development – Middle Tennessee Chapter members receive a discount of \$50 off the standard fee by using this promotional code: **ASTDTNWSE**. Additional group discounts are available. The program fee includes registration, program materials, continental breakfast, catered lunch, and two catered breaks.

For more information or to register: (877) 544-2384 or <http://www.keysnashville.com/>.

Do's and Don't to Make Training More Effective

- **Do not buy fads.** "Everyone is doing it!" and "This author's book is hot right now!" are not reasons to buy a training program. Resist the temptation.
- **Do not buy training only "if it can be measured."** If you believe a statistical return on investment can be applied to the development of people, then I have some beachfront property in Arizona to sell you. This desire to measure is often an excuse used by executives to not spend money on training. The truth is, senior managers either believe in training or they don't. **Note to trainers:** If your leaders are asking, "How will we track results?" then they don't really believe in training at a gut level.
- **Do not rely on the training vendor for success.** Just as Mom and Dad—not the school, church, or scout leader—are accountable for the success of the child, it is the *client organization's* job to create change in people and culture, not the outsider's.
- **Do not believe there are panaceas.** Events, books, audios—these are just tools; tools that need to be used correctly. Single events need to be followed by repetition to effect change. Books require a commitment to study, discuss, and apply. As one retail book seller told me, execs "backed up the truck" to load up on mega-seller "Who Moved My Cheese?" and threw it at their people saying *CHANGE!* And then they all wondered why nothing did. There is no silver bullet.
- **Do not do "executive overviews."** What could be more arrogant than buying into the myth that the senior team only needs the short version?! Want to tear down walls, build trust, and engage employees? Have *everyone* go through the same program and mix the top folks in. And no sending the CEO and Team to the warm weather golf resort while the staff does it in the company cafeteria, either.
- **Do not allow "auditing."** If someone from another department wants to "check the program out," have them pull up a chair and get involved. People watching from afar with an *evaluation mindset* hurt the group, the program, and themselves.
- **Do not buy the lie of "customization."** Paying more to have your organization's name on a workbook does not make it customized. Nor does hiring consultants to ask a lot of questions. True customization equals **practical content** applied to *your* **problems/issues**, and this happens only when there's in-house ownership driven by in-house implementation. See "Do" on creating ownership.
- **Do not s-t-r-e-t-c-h material.** Don't do in three days what can be done in two, or in six hours what can be done in four. Stretching content kills people's desire for the next training program.
- **Do not cancel training!** Short of a natural disaster, stick with the scheduled commitment. If you don't, it wasn't ever a commitment—and the people know. Oh, and Mr. or Ms. Executive, if you're scheduled to be there, *then be there.* That's real leadership.
- **Do decide that people can change.** This is a belief held deep down, where we really live. If your organization isn't there, don't buy/do any training. It'll only fail.
- **Do use training to solve a problem.** Example: If sales are down, bring in some quality sales skills development. Don't train just to train. It's not a "To do" that we do just to check off our list.
- **Do implement training in bite-size "chunks."** People learn best when exposed to material they can apply *now.* As the wise farmer said, "I may have a barn full of hay, but I don't feed it all at once!" **The purpose of training is to get action**, so give people small amounts and let them act.
- **Do acquire practical "how to" content.** If the ideas presented don't cover the **what**, the **why**, and the **how**, then don't do the training. Life is not theoretical, so don't give learners just a bunch of theory.
- **Do buy less stuff.** The axiom "less is more" truly is true when it comes to training. Many a credenza is loaded with 3-ring binders that were never opened again after the class.
- **Do create ownership in-house.** The best learning comes from one's boss. Give the manager the tools required to do the training. Yes, she/he may not be a polished, professional trainer, but it speaks volumes when a leader engages with people in this way. And if the manager doesn't *own* the training, it'll die anyway.
- **Do stick with what you buy (unless you bought the junk).** Avoid doing the blue program one quarter, the yellow program the next, and the purple one after that. This creates confusion and cynicism—the latter being a disease that's hard to eradicate. Effecting change is based on a *commitment to constant and consistent* communication. Mixed messages never work.

Networking: *Not* a four-letter word

by Kiffin McCoy

I do not consider myself a sales woman by any means. However, we can all learn from the great sales people on our planet. The most successful sales people tend to have networking down to a science. I am not oblivious to the fact that to the average man/woman, networking is as scary as a blind date. I am well aware because I have experienced that fear first hand.

An excerpt from a recent networking event I attended:

As I looked around the room at people with various letter combinations attached to their name like CEO, VP, and PhD, my normally calm, collected self began to sweat profusely; my normally loose tongue seemed to go mute; and the thought of actually trying to converse with these "alphabet" people was almost more than I could bear. Sound like a familiar scenario?

As the speaker discusses ways to prepare yourself to network, topics to aid in discussions, and how to "get out of" a conversation, I started to realize that I was there not because I snuck in the back door, but because we are all members of the same organization. Each of the well-established, seasoned professionals surrounding me was once a young newcomer with more excitement and eagerness to soak up all the knowledge possible than actual experience. Even more wonderfully shocking...they are thrilled to share what they have learned!

With each handshake and introduction, the tension in my body began to dissolve. I soon noticed that not only was I no longer nauseous but instead feeling more confident and comfortable conversing with people I admire and strive to professionally emulate.

Kiffin wrote this after her very first ASTD-TN Networking session in the Summer of 2005. Kiffin is now a member of our chapter board of directors.



GAMES

PEOPLE

PLAY



NAME OF THE GAME: Picture It!: Past, Present and Future

Objective: This exercise challenges your audience to Think about their live professionally and personally. It is an exercise in goal setting and reflection. Participants have an opportunity to decide, and put in writing some key things , about their lives.

Audience: Any Group, it can be conducted as a get-to-know game, career planning, coaching, team building, or self-assessment.

Give each participant an 8.5 x 11" sheet of blank paper. Ask them to turn the page in landscape direction and make 3 lines dividing the page into 3 equal sections across (horizontally.) Then, they should write the words Past, Present, and Future in each section respectively, from top to bottom.

Past (10 years ago)

Present

Future (10 years ahead)

Now they should draw out an illustration of their lives (professionally and/or personally) for each of these time periods. Emphasize that artistic talent is not necessary. They can draw stick figures to present their families, symbols to represent where they live, work, and how they feel. If this is a group of 8 or fewer, have everyone share one key point from their drawing with the whole group. It could be something or someone that's no longer in their lives, or something they look forward to in the future. If the group is larger, divide into smaller groups of 4-5 and have them draw and then share with their sub-group.

Debrief by explaining that it's important to reflect on where you've been, understand where you are, and plan for where you want to be. Encourage them to write down 3 things they can do to make the future turn on the way they have depicted it. Ask if they are where they thought they would be presently.

What's Pushing Your Buttons?

By Robert Wilson

What motivates you? That's the question I'd like to ask in this inaugural column on motivation. Are you motivated by fame, fortune or fear. Or is it something deeper that fans the flames inside of you. Perhaps you are like Jeanne Louise Calment whose burning desire enabled her to do something that no other human being has done before. A feat so spectacular that it generated headlines around the globe, got her a role in a motion picture, and landed her in the Guinness Book of World Records. A record that has yet to be beaten.

Jeanne Louise, however, did not initially motivate herself. It was someone else who drew the line in the sand. But, it became a line she was determined to cross. In motivation we talk about getting outside of one's comfort zone. It is only when we are uncomfortable that we begin to get motivated. Usually to get back into our comfort zone as quickly as possible. Born into the family of a middle-class store owner, Calment was firmly entrenched in her comfort zone. At age 21 she married a wealthy store owner and lived a life of leisure. She pursued her hobbies of tennis, the opera, and sampling France's famous wines. Over the years she met Impressionist painter Van Gogh; watched the erection of the Eiffel Tower; and attended the funeral of Hunchback of Notre Dame, author, Victor Hugo.

Twenty years after her husband passed away, she had reached a stage in life where she had pretty much achieved everything that she was going to achieve. Then along came a lawyer. The lawyer made Jeanne Louise a proposition. She accepted it. He thought he was simply making a smart business deal. Inadvertently he gave her a goal. It took her 30 years to achieve it, but achieve it she did.

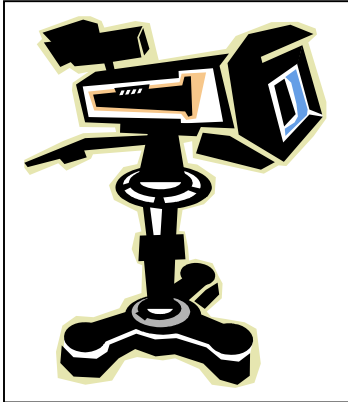
Are you willing to keep your goals alive for 30 years? At what point do you give up? Thomas Edison never gave up, instead he said, "I have not failed. I've just found 10,000 ways that won't work." Winston Churchill during the bleakest hours of World War II kept an entire country motivated with this die-hard conviction: "We shall defend our Island, whatever the cost may be, we shall fight on the beaches... in the fields and in the streets... we shall never surrender."

Many of us give up too soon because we set limits on our goals. Achieving a goal begins with determination. Then it's just a matter of our giving them attention and energy. When Jeanne Louise was 92 years old, attorney François Raffray, age 47, offered to pay her \$500 per month (a fortune in 1967) for the rest of her life, if she would leave her house to him in her will. According to the actuarial tables it was a great deal. Here was an heir-less woman who had survived her husband, children, and grandchildren. A woman who was just biding her time with nothing to live for. That is until Raffray came along and offered up the "sucker- bet" that she would soon die. It was motivation enough for Jeanne, who was determined to beat the lawyer. Thirty years later, Raffray became the "sucker" when he passed away first at age 77.

When asked about this by the press, Calment simply said, "In life, one sometimes make bad deals." Having met her goal, Jeanne passed away five months later. But on her way to this end, she achieved something else: at 122 years old, she became the oldest person to have ever lived. In future articles we'll examine further the ways in which motivation works. How to motivate ourselves, our employees, customers, volunteers, friends, loved ones and children. I would like to get your feedback on which of these areas of motivation are of most interest to you. I'd also like to hear your stories of how you may have overcome adversity and what pushed you to go the distance. Please email me with your suggestions and stories.

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.

ASTD-Middle TN Chapter is once again partnering with Nashville Public Television on Sunday, September 7, 2008 from 6p-10p by participating in their Fall Pledge Campaign. This is a community service opportunity coordinated by our Chapter's Community Involvement Committee. We need a minimum of 14 volunteers (we will certainly take more) who will be answering the telephone lines (while on camera) as pledges are called in by NPT supporters. Whole Foods will be catering this event and those who volunteer will be well fed. There will be a short training session from 6-6:30p so it is important you arrive around 5:50p at the station:



Nashville Public Television
161 Rains Ave
Nashville, TN 37206
615-259-9325

Thank You for supporting "Television Worth Watching"

If you are interested in volunteering, please email Mike Weaver at mike.weaver@healthways.com on or before Monday, Sept 1, 2008. Thanks in advance for your commitment in supporting this worthwhile event.

Spend a day with the winners of the 2008 BEST Awards at **ASTD's Learn from the BEST**—a one-day workshop where you can learn the secrets to success of the organizations that set the benchmark for workplace learning and performance. Some of the organizations participating:

- Carter & Burgess
- CheckFree
- CIGNA Corporation
- Datatel
- ETS
- Farmers Insurance Exchange
- FORUM Credit Union
- Janus Capital Group
- North Mississippi Health Services
- Perkins+Will
- Reliance Industries Limited
- Shangri-La Hotels & Resorts
- Sun Microsystems
- The Schwan Food Company
- Toshiba America Business Solutions
- T. Rowe Price

The event will take place at:
Hyatt Regency Crystal City at Regan National Airport
2799 Jefferson Davis Highway
Arlington, VA 22202
Phone: 703.418.1234 or 800.233.1234

Learn how the BEST organizations moved from training as a program to creating a culture of enterprise-wide learning thereby capitalizing on productivity and profitability.