

## Newsletter, Emerald Coast Chapter, American Society for Training and Development

### Next Meeting

August 14th—Measurements and Evaluation: Dianne Guthmuller, Manager of Performance Consulting for Synovus Financial Corporation, will present a comprehensive approach to assessing the Return on Investment (ROI) that we get from our training programs. Her focus will be on having training that makes a difference. This will include a six-step process: identification, evaluation, observation, and follow-up. Join us for a lively, interactive meeting.

### E-Learning For Kids (By: Carol Barry)

As shared at our chapter meeting on June 12, 2007, there is a site with e-learning programs for kids, ages 5-12. This is completely free and can be found at [www.e-learningforkids.org](http://www.e-learningforkids.org).

There are over 80 lessons available at this site in the areas of Math, Language Arts, Science, English Language, Computer Skills, and Health and Life Skills.



Nick Van Dam, the author of *25 Best Practices in Learning and Talent Development*, began a global, non-profit foundation that has established the E-Learning for Kids website. All proceeds from the sale of his concise book goes towards further development of this website, including expanding the number of languages it will be made available in. Mr. Van Dam is CLO at Deloitte. If you're interested in the book, you will find a link on [www.e-learningforkids.org](http://www.e-learningforkids.org) that directs you to a site for purchase.

Don't forget our membership drive! Increase our member base and make yourself eligible for a great prize. See Joyce or Nita for details!



### “How to Gain Support for Training” Lessons Learned

*“It's all to do with the training: you can do a lot if you're properly trained.”*

- Elizabeth II, Queen of Great Britain and Northern Ireland

Carol Morris, the Training and Instructional Design Manager for the Sterling Companies and former Director of Training and Quality Assurance for Amelia Island Plantation, will share the lessons she has learned in more than a decade of Corporate Training. We will learn how to gain training support by using the M3 method: Market Training, Merit Management Buy-in, and Multiply Attendance. When you leave the session you will have samples of how to creatively market your training within your organization, examples of training results formatted for top management, and types of training that will help increase training attendance.



### ASTD ICE - First Installment by Carol Barry

It was a privilege to attend this year's ASTD International Conference and Exposition (ICE) in Atlanta, June 3 - 6. Each of the four days, I struggled to narrow down the broad selection of presentations, in each of three daily blocks, to the one I would attend. In addition to these education sessions, a keynote speaker anchored three of the days and on Sunday, as the conference was still ramping up, I opted to attend a chapter leadership workshop.

Hundreds of exhibitors filled the exhibition hall. Author Chats were going on in the ASTD Bookstore. There were learning labs, vendor demo sessions, and a career center with its own daily schedule of education sessions. In the days prior to the conference, ASTD held certificate and CPLP (Certified Professional in Learning and Performance) Prep workshops. For the 9,300 attendees from around the globe, there was an abundance of opportunity to hear the latest in elearning, leadership development, training design and techniques, organizational development, and talent development. Today, I'll briefly share with you a couple of the standout presentations I attended.

Sivasailam Thiagarajan, who goes by “Thiagi”, does not subscribe to the standard instructional system design process of ADDIE – Analyze, Design, Develop, Implement, and Evaluate. He contends the ADDIE process consumes time that does not necessarily add value. He began by announcing that he had no Power Point slides, to which he received wide applause, and then proceeded to demonstrate an on-his-feet approach to design training with a topic suggested by an attendee in the audience. His approach steals from chaos theory, creativity, and improv to design training as he is delivering the training. His technique is described as a continuous, concurrent, creative, co-design approach. With a tool box of interactive exercises, games, preparation, and above all, experience, he skillfully demonstrated a technique that gets learners participating and engaged and delivers corporate training faster, cheaper, and better.

As an instructional designer, I was also very pleased to hear Ruth Colvin Clark present results of her research on what instructional methods yield the best learning results. Her research, along with Richard Mayer, takes into consideration what is known about how the brain works and about human learning processes. The choices you make about what media to use in a training session is not a defining factor in learner success. The defining factor is in how well designed the training is and the instructional methods that are incorporated into the design, such as exercises, practice, and feedback. She included plenty of exercises in her own presentation to effectively demonstrate this teaching point. In addition, their research has found that prior knowledge is the single most important individual difference proven to affect learning. This is an important fact to consider when you are faced with designing training for an audience that may possess different degrees of prior knowledge. Designing and preparing relevant pre-work is an example of a method that can be incorporated into a training design to impact the trainee's prior knowledge level.

A major theme at the conference was the importance and the value of the relationships we have at work, and how the organizations we work for benefit from the friendships we build with more engaged, more productive workers. I will write more about that in a future issue of our newsletter.

### Resources

- \* The Thiagi Group [www.thiagi.com](http://www.thiagi.com) He has much of his published work, including interactive exercises and games, free on his web site. You can also sign-up for their e-newsletter.
- \* Clark Training [www.clarktraining.com](http://www.clarktraining.com) There are many of Dr. Clark's published articles available on this site.
- \* ASTD National Organization [www.astd.org](http://www.astd.org)