

THE EMERALD COAST TRAINER



The Newsletter of the
EMERALD COAST CHAPTER

September 2004

Juda McAdoo
President

Linking People, Learning & Performance

Greetings Emerald Coast Chapter Members:

Like you, my thoughts today are on Hurricane Frances and the impact that it will have on family, friends, and businesses in Florida. Since most of our members are directly involved in human resource management, customer services, and other employment and training related activities, the next few days (weeks) will be busy even though "Frances" chose not to visit us here in the "Panhandle!"

Thank you to the chapter volunteers who so graciously agreed to have their names included on the Emerald Coast Chapter Ballot for 2005! I think you will agree that the nominating committee chaired by Leigh Grantham has done an outstanding job in developing a board slate for you to consider at our September meeting.

Thank you to the JobsPlus in Fort Walton Beach for sponsoring our August meeting at their One-Stop Career Center. Members and guests enjoyed an outstanding presentation from the FranklinCovey group as well as a fantastic picnic lunch from Ken's Folks Bar-be-cue. Pam Thompson, Sylvia Niedzwiecki, and Larry Green were very successful in promoting a last days of summer "picnic" theme!!

September and October... Reminder to mark your calendars for upcoming chapter events!

The September luncheon and training session will be held in the Okaloosa-Walton College Gallery on the Niceville campus September 14th. Lenn Millbower, president of Offbeat Training and published author of several books, will present "**Show-Biz Training: Tools and Techniques for Engaging Distracted Learners.**" There is a change in date for the October meeting from the 2nd Tuesday to the 3rd Tuesday when Bob Lucas will present "The Creative Trainer" on October 19 at the luncheon meeting. In addition, Mr. Lucas will remain on campus in the afternoon to present an "interactive training" workshop for members and guests. Look for more information on this "vital" workshop in the next few weeks!

Reservations can be made by e-mailing Pam Thompson at pthompson@jobsplus02.com.

Juda McAdoo
President

Show-Biz Training:

Tools & Techniques for Engaging Distracted Learners

When?

11:30 a.m. – 1 p.m.
Tuesday,
September 14, 2004

Where?

OWCC,
Niceville Campus
Building K, Gallery

Cost

\$10 for Chapter Members
\$15 for non-members
(includes lunch)

RSVP

No later than noon
September 10, 2004
To Pam Thompson

[pthompson@
jobsplus02.com](mailto:pthompson@jobsplus02.com)

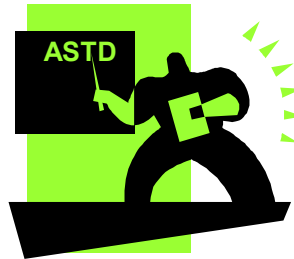
or

(850) 833-7587 x252

Corporate Sponsor:
ResortQuest
International, Inc.

Lenn Millbower

Offbeat Training



Go Offbeat! This session is a non-entertainer's guide to the effective placement of show biz techniques in learning environments. Create learning that is simultaneously instructive and fun.

- Learn how humor makes a message memorable.
- Identify ways props and illusions illuminate content.
- Examine the power of music to elicit emotion.
- Discover 12 attention-grabbing entertainment techniques and appropriate applications.

Through thirty years of extensive study and hands-on experience, Lenn Millbower has discovered practical methods that are creative, meaningful, and fun. He is in demand as a speaker, with successful presentations at ASTD 1999, 2000, 2001, 2002, 2003, and 2004. He is the author of several books, including *Show Biz Training*, *Cartoons for Trainers* and *Training with a Beat: The Teaching Power of Music*, and is the composer and musical arranger of *Game Show Themes for Trainers*, a best-selling CD of original music for trainers. He received his bachelor's of music in composition from Berklee College of Music and his master's of art in human resource development from Webster University. He has performed extensively as a comedian, magician, and musician. Formerly an instructional designer and facilitator at Walt Disney World, Millbower is president of Offbeat Training.

Sponsored by ASTD's Emerald Coast Chapter and by our friends at

RESORTQUEST.
VACATION HOME NETWORK

RENTALS • SALES • PROPERTY MANAGEMENT

www.ResortQuest.com



Magicians and trainers: two artists with much in common. In this article, I will explore the similarities between the two and identify the lessons magicians offer trainers as we focus on hocus-pocus.

Magicians use two fundamental principals to move the audience towards the goals they seek: direction and suggestion. Trainers, although they may not realize it, use both, too.

Direction

To create magic, magicians must “control” the laws of nature. They do this by directing the audience's attention away from items that would destroy the illusion and towards those that reinforce it.

To foster learning, trainers must also control the environment. Bulgarian psychotherapist Dr. Giorgi Lozanov, the father of Accelerated Learning theory, believed that adult suspicions about the classroom block learning. He viewed joyful direction on the part of the instructor, one in which the instructor positively directs the trainees toward the learning goal and away from negative behaviors, as critical to learning.

Where magicians *misdirect attention* away from truth, trainers *direct attention* towards positive learning outcomes. Magicians tell the audience what they will see, what they should be seeing, and afterwards, what they just saw. Trainers, as the old saying states, “tell them what you're going to tell them, tell them, and then tell them what you told them.”

Suggestion

The second fundamental is suggestion. Where direction is often physical, suggestion relies on implication. Magician Dariel Fitzee explained suggestion as “... a subtle but positive act of putting something into the mind of the spectator.” Lozanov defined suggestion as a “... constant communicative factor which chiefly through paraconscious mental activity can create conditions for tapping the functional reserve capacities.”

In the learning environment, the trainer offers several suggestions that aid learning:

- The subject to be learned is critical to job success or personal or professional well-being
- The time spent together will be well spent
- The subject is not too difficult to learn
- Anyone who applies themselves can learn the material
- The class will be an enjoyable experience

Regardless of the field, be it magic or instruction, the goal and the technique for reaching that goal is the same: subtle, positive, focused suggestion that creates an atmosphere of trust.

Acceptance of Manipulation

Ultimately, direction and suggestion succeed because of trust. The audience subconsciously condones and willingly accepts the manipulation as long as two factors remain in place.

1. The manipulation must be clearly for the audience's benefit

Magicians place great emphasis on communicating benevolence to the audience. They present their illusions as harmless concoctions for the audiences' enjoyment. And the audience, knowing the intent is pleasurable emotion, allow themselves to be fooled.

Trainers also communicate benevolence. Trainees allow themselves to be controlled as long as they trust the trainer. The moment they suspect the trainer is not focused on their benefit, the level of trust plunges.

The instructor must additionally focus the learners on the subject at hand, keep the focus on the subject throughout the learning process, and create an environment in which the learners amaze themselves with what they have learned. Instruction is manipulation for the learner's benefit.

2. The audience must not be reminded of the manipulation

A willingness to be manipulated is not the same as a conscious awareness of that manipulation. Audiences and trainees accept manipulation only when they are not conscious of it.

In order to manipulate the audience without calling attention to that manipulation, suggestion must be employed. The audience's reluctance to be tricked, and the learner's reluctance to be coerced, dictates the need for suggestion. Both Fitzee and Lozanov felt that dictates would be doomed to failure. Fitzee stated:

“It is utterly impossible to force the spectator's reason or judgment directly. *The spectator must believe he has made his own decision* [original emphasis]. This makes it necessary for the magician to use inducement rather than persuasion.”

If you reread that quote with the classroom in mind, you can easily see the parallel: “It is utterly impossible to force a **class to participate** directly. *The trainee must believe he has made his own decision to learn*. This makes it necessary for the **trainer** to use inducement rather than persuasion.”

Magicians and trainers: two different art forms with similar techniques. It is true that trainers are not magicians. Nevertheless, great training should be magical.



This article is based on material found in Lenn Millbower's book, **Show Biz Training** (AMACOM, 2003). For more information about Lenn Millbower, The Learnertainment™ Trainer and Offbeat Training®, please visit www.offbeattraining.com

Special Workshop:

Tapping the Brain for Learning

Tuesday, October 19, 2:00 - 5:00 at OWC

In this workshop you will learn to:

- Facilitate creative training programs and presentations that can help induce behavior change.
- Identify, make, or obtain inexpensive materials that add spark to your training programs and presentations.
- Increase interaction with participants.
- Review program concepts throughout your sessions in order to get an interim check of learning **before** the program ends.
- Create memorable techniques for adding excitement and sizzle to your programs so *that participants keep coming back*.

. . . and much more!

Click [here](#) for the workshop brochure and registration information.

Note: This workshop has been approved for 2.75 recertification credit hours for our sister organization SHRM. We encourage our members in the human resource field and others who are interested in PHR or SPHR recertification points to join us for this special event!

Diane Merkel
Newsletter Editor

Wonderful Website: Play for Performance

"Website" is a misnomer for the "Play for Performance" site. It is an online newsletter that is a bit unusual in its presentation but appears to have great potential. I could not find an index or home page for the website, nor could I find a way to subscribe to the newsletter although it apparently has been around for a couple of years. Its subtitle is "Seriously fun activities for trainers, facilitators, performance consultants, and managers," which sounds promising. This issue features using playing cards in training games. Take a look at www.thiagi.com/pfp/IE4H/september2004.html.

Bridget Carnley
Dale Carnegie Training

Workshop: "Principles of Leadership Development"

Monday, September 13

"Principles of Leadership Development" (Preview Class)

Monday, September 20

"Principles of Leadership Development" (First Class of Training)

Classes will be held at
White Wilson Medical Center
1005 NW Mar Walt Dr, Ft. Walton Beach, Florida

Call 837-6870 or 865-7970 for information or e-mail
Bcarnley2003@yahoo.com



Emerald Coast Chapter 2004 Board Members

President ♦ Juda McAdoo ♦ 729-5366 ♦ mcadoo@owcc.net
 Past President ♦ Dr. Chris Pierce ♦ 863-0732 ♦ cpierce@uwf.edu
 President-Elect ♦ Leigh Grantham ♦ 859-2877 ♦ lvgrantham@chelco.com
 Secretary ♦ Margaret Chubb ♦ 863-0736 ♦ mchubb@uwf.edu
 V.P. of Membership ♦ Dr. Becky Spence ♦ 678-5009 ♦ spencerf@gnt.net
 Vice President of Programs ♦ Leigh Grantham ♦ 859-2877 ♦ lvgrantham@chelco.com
 V.P. of Hospitality ♦ Pam Thompson ♦ 833-7587 x252 ♦ pthompson@jobsplus02.com
 Vice Pres. of Finance ♦ Jo Jones ♦ 729-6037 ♦ jonesj@owcc.net
 V.P. of Communications ♦ Diane Merkel ♦ 897-4505 ♦ DDMerkel@cox.net

Chapter Website: <http://www.astd-emeraldcoast.org>
 National ASTD Website: <http://www.astd.org>

The Emerald Coast Trainer is published by The Emerald Coast Chapter of the American Society for Training & Development (ASTD). The Editor reserves the right to edit material for clarity and brevity. Contents may not be reproduced in whole or in part without the express consent of ECASTD.

Coming Events	Mark Your Calendars!	
September 13	Principles of Leadership Development Preview Class	Contact Bridget Carnley Dale Carnegie, 837-8670
September 14 11:30 – 1:00	ASTD Luncheon: "Tools & Techniques for Engaging Distracted Learners"	Lenn Millbower * <i>Offbeat Training</i>
September 20	Principles of Leadership Development First Class of Training	Contact Bridget Carnley Dale Carnegie, 837-8670
October 19 11:30 – 1:00	ASTD Luncheon: "The Creative Trainer"	Bob Lucas * <i>Creative Presentation Resources, Inc.</i>
October 19 2:00 – 5:00	SPECIAL: "The Creative Trainer" Workshop	Bob Lucas * <i>Creative Presentation Resources, Inc.</i>
November 9 11:30 – 1:00	ASTD Luncheon: "Developing an Internal Career Development Program"	Gayle Lantz <i>Work Matters</i>
December 14 11:30 – 1:00	ASTD Luncheon: Networking/"Tool Time" Gift Exchange, Annual Awards	
Jan. 11, 2005 11:30 – 1:00	ASTD Luncheon: "Vocal Power: Is Your Voice Working For or Against You?"	Deborah Boswell <i>Professional Speech Services</i>

* = Presenter at the 2003 ASTD International Conference

Publicize your events by sending them to Diane Merkel at DDMerkel@cox.net.
 Need an exciting, new opportunity? Check our Job Bank at www.astd-emeraldcoast.org