

THE EMERALD COAST TRAINER



The Newsletter of the EMERALD COAST CHAPTER

March 2005

Leigh Grantham
President

Your ECASTD Networking Opportunity

In a recent survey, members told us that the second most important service provided by the Emerald Coast Chapter of ASTD is **Meeting Networking**. Your board has heard this message and is working diligently to provide an environment in which you can make the most of this opportunity at our monthly meetings.

What else might help to enhance your networking opportunities? Maybe a more comprehensive understanding of the process would enrich networking experiences. According to authors Anne Baber & Lynne Waymon in *Make Your Contacts Count* (AMACOM, 2001) “networking is the deliberate process of exchanging information, resources, support, and access in such a way as to create mutually beneficial relationships for personal and professional success.” Many think of networking only in the context of a job hunt, but this definition makes it clear that networking has a much broader scope. Imagine how valuable your ECASTD membership would be if we all shared information, resources, support and access in a reciprocally helpful way!

Andrea Nierenberg, author of the audio program *40 Minutes to Great Networking Skills*, seems to adopt this helpful attitude toward networking. She said, “There is one part of my networking method that’s different from most others. I try to see every networking encounter as an opportunity to give, rather than to get. Too often, people network solely for personal gain. When you learn to make networking a win-win situation, your networking potential becomes more powerful. Make a sincere effort to learn more about your friends’ work, and be open to helping them if you can.”

Richard Koonce, author of *Career Power! 12 Winning Habits to Get you From Where You Are to Where You Want to Be* (AMACOM, 1994), suggests that networking can “help you stay up to speed with trends in your industry, with what friends and colleagues in other companies are up to, and with how and where you can find other people if and when you need them.” I recently found this to be true when I contacted our VP of Hospitality, Pam Walters, to ask who tuned OWC’s pianos. I needed a piano tuner myself, and Pam not only knew who the tuner was, but was able to give me a personal reference. This technique can also work when you need to hire an employee, vendor or consulting firm.

Continuing in this helpfulness vein, Susan RoAne, bestselling author of *The Secrets of Savvy Networking* (Warner Books, 1993), explains that networking is about reaching out to other people, one person at a time. For example, RoAne suggests that when you are in a room full of other people all trying to network, speak to the person who is alone and not talking with anyone.

Nierenberg also suggests that “if you’re off to a meeting or a business function, set a goal to make two new contacts. Make sure you don’t leave the room until that goal is accomplished. Then follow up. One of the best ways is with a short, handwritten note.”

Finally, Nierenberg offers this acronym to boost your networking effectiveness:

Names—remember people’s names

Eye contact is key

Talk less and listen more

Write follow-up notes on a consistent basis

Open—be open and ask open-ended questions

Resource—become one to others

Knowledge is power; know people and know their work.

I look forward to networking with you at our March meeting, where Lenn Millbower of Offbeat Training will present a fabulous program promoted on the following pages.

LVG

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The Learnertainment® Eight
By Lenn Millbower, BM, MA, the Learnertainment® Trainer

In life, a unifying series of principles makes the difference between random floundering and purposeful activity. I was an entertainer before I was a trainer. It was only natural for me to experiment with entertainment principles in the classroom. Those early efforts were not however focused. It wasn't until I started purposefully determining what those principles were and how they applied to training that I progressed from random trial to purposeful application. In this season of thanks and gift giving, I'd like to restate those principles and their corresponding action steps. In the process, I offer them as a seasonal gift to you. Here is an overview of the Learnertainment® Eight.

Principle One: Emotion Creates Memory

Emotion is at the root of all humor behavior. Our brains are designed to respond to stimuli in nanoseconds. That way, the brain helps us avoid life-threatening situations. Such quick action is almost impossible on a rational, thinking level. It occurs at a quicker, deeper, emotive level. The brain, when confronted with a potential threat, overrides intellect and focuses all of its power on the emotion of the situation. It is only after the initial emotive response to the threat has created a buffer of safety that the brain begins applying rational thought. Consequently, I believe that if you reach a trainee intellectually you gain consensus; if you reach a trainee emotionally you change behavior. To that end, training events should *Evoke Emotion*.

Principle Two: Laughter Produces Positive Energy

Laughter is the natural healing tonic. Many studies have validated the effectiveness of humor, ranging from helping cancer patients cope with their difficulties to politicians seeking to defang difficult personal problems. In the training arena, trainees often laugh seemingly not-very-funny jokes. They do so to help relieve the tension found in the cold classroom. It is difficult if not impossible to be hostile and share a laugh with another person. Laughter is social; it allows people to relax their fears as they connect with others in a uniquely human fashion. As a result, training events should *Harness Humor*.

Principle Three: Visuals Aid Retention

An old saying states that a picture is worth a thousand words. In this era, the point is especially true. We have become a society that looks rather than listens. We don't just listen to a song: we watch the video. We don't just read the news: we view flashy news channels. We don't just flip through paper encyclopedias: we look at flashy, Hollywood style multi-media CD-ROMs. In the training arena, the overuse of PowerPoint is one response to the need for visuals. Fortunately, there is a way around death by PowerPoint. It is in the usage of visual materials that enhance your message. Trainers should *Present with Props*.

Principle Four: Suggestions Guide Outcomes

Magicians and trainers seem like opposites. In reality they have commonalities. Both must exert control over their environment to achieve their ends. Principle Seven (listed below) discusses this point. Both must also suggest the outcomes they want their attendees to experience. The magician, in order to appear magical, does everything in his power to direct attention away from items that, if exposed, would undercut the illusion. Where the magician must direct attention away, the trainer should direct attention towards. Every element of the training should suggest confidence in the trainee's ability to learn the material. In the trainer's eyes, the steps of

training are mechanical. To the trainee, the learning should occur as if by magic. Trainers should *Make it Magical*.

Principle Five: Auditory Signals Trump Visuals

As reliant as our modern world is on visual stimuli, auditory stimuli has not vanished. The average Hollywood movie features music in over 40% of its length. TV cable news channels assign a musical theme to each major story they cover. TV commercials rely heavily on music to attract attention. This focus on the audio signal is entirely logical when you consider that music is a very primitive, maybe even the first, human language. Before primitive peoples could form consonants and vowel sounds, they varied their tones. Tones receded into the background as language developed. They did not however disappear. They exist in the subconscious as a sub-language: a deep, emotional connection to the auditory signal that should not be ignored. Trainers should *Mix in Music*.

Principle Six: Multiple Perspectives Deepen Meaning

Most training programs are well constructed sequentially. Point B follows Point A logically as Point Z follows Point Y. Unfortunately, Point Z doesn't always connect with Point A. It is possible for a sequentially designed training program to be completely logical, methodically organized and structurally sound while leaving the trainees mind-numbingly bored. What most training programs lack is depth. In contrast, entertainments focus on several levels simultaneously. While the story is progressing logically it also progresses holistically; threads linking all the story elements together are developed, surprises reveal themselves over time and an underlying message becomes apparent. The result is a whole that is greater than the sequence of its parts. Trainers should strive to build a message that is both sequential and deep. They should *Layer Learning*.

Principle Seven: The Performance Sends A Message

A magician cannot be perceived as a miracle worker if he cannot control the world around him. Magicians know this and go to great lengths to control every element in their environment. They are meticulous about the look of the props, the stage and the audience seating. They insure that every detail within the performance venue supports their magical message. Trainers should also focus on their surroundings. Dirty tables, smelly odors, piles of junk and poor quality materials all suggest a lack of caring, professionalism and ability on the part of the trainer. Trainers should insure that every aspect of the event has been considered. They should *Stage the Surroundings*.

Principle Eight: The Performer Sends A Message

The seven principles featured above will not save a poor performer. During the performance, the trainer must be completely focused on the attendees. They are, after all, the sole reason for the performance. The best performers manage to look completely spontaneous while delivering difficult craft. They do this through mind numbing rehearsal. In the process, they learn the mechanics of the performance so well that the details get delivered without conscious thought. Athletes call it being in the flow. All of us have experienced flow. Often it's while our car finds its own way to work. Trainers should know their material so well that they can focus on the message, not the mechanics. They should *Perfect the Performance*.

Through the next several months, I will explore each of these action steps more fully. In the meanwhile, enjoy the wonders of this season. Stay healthy, happy and in good cheer.

Lenn

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Show-Biz Training: Tools & Techniques for Engaging Distracted Learners

When?

11:30 a.m. – 1 p.m.
Tuesday,
March 8, 2004

Where?

OWC
Niceville Campus
Building K, Gallery

Cost

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

RSVP

No later than noon
March 4, 2004
To Pam Walters
waltersp@owc.edu
or
(850) 729-5291

Corporate Sponsor:
ResortQuest

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. As a speaker, he is in demand, 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.

2005 DUES ARE NOW DUE!

Dear Members:

Please renew your membership in the Emerald Coast Chapter of ASTD now and continue your association with the local community of workplace learning and performance professionals! Our local chapter connects you in many ways to what's going on in your own backyard:

- Regular contact with peers and colleagues at meetings
- Proximity to local career support programs and services
- Leadership opportunities close to home
- Local learning opportunities
- Newsletters, web site, referral services, community outreach programs, social activities, and more
- ✓ Annual Membership Dues for 2005 are: \$30.00 Individual and \$100.00 Corporate

We value you as a member and encourage you to renew! If you have questions, please call Dr. Becky Spence, V.P. of Membership, 678-5009 ♦ rspence@uwf.edu. THANK YOU!

HELP WANTED: YOU ! ! ! !

The Marketing, Hospitality, Membership, and Communications Committees will meet immediately after the March 8th monthly meeting. It's a great opportunity to get involved in your chapter and help update and improve our services.

Remember, the volunteers in our chapter ensure our continuation and success in the future.

Please stay and get involved!

1:00 p.m. March 8th



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

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Coming Events	Mark Your Calendars!	
March 8, 2005 11:30 – 1:00	ASTD Luncheon: "Tools & Techniques for Engaging Distracted Learners"	Lenn Millbower * <i>Offbeat Training</i>
April 12, 2005 11:30 – 1:00	"Enterprise Learning at Delta Airlines"	Don Bolen*
May 10, 2005 8:30 - 11:30	"Taming the Paper Tiger" ▪ 8:00 a.m. continental breakfast ▪ half-day workshop followed by lunch	Lee Donald
Oct. 12, 2005 8:30 – 11:30 (Wednesday)	"Stop Talking and Start Communicating" ▪ 8:00 a.m. continental breakfast ▪ half-day workshop followed by lunch	Mark Wiskup

* = Presenter at the 2004 ASTD International Conference

Publicize your events by sending them to Donna Miller at dmiller@co.okaloosa.fl.us.