



Hello, Central

JUNE, 2009

“Wisdom is not a product of schooling, but of the lifelong attempt to acquire it.”

~George Palmer

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Are You Ready for a Journey?

You have been planning this two week island trip for over 12 months and it is now three weeks away! You made arrangements with the grandparents to baby-sit, and the neighbors are on cue. You are finally on the plane ready for takeoff. Wow, you are on a journey to an exotic island at last!

Four hours later, the plane's tires hit the runaway and you safely arrive at your destination. As you stand in the security line daydreaming of cool drinks on the beach, you realize you need your passport! Did the travel agent ever tell you that you that you needed a passport? Or did you overlook this detail?

Your mind is frantically racing as you approach security.

So what does this have to do with training and development?

Well, come to June's meeting to hear about a local manufacturing company's case study into the world of eLearning! Discover what planning is required for your journey. Identify tips on why you want to know where your company has been, where your company is now, and where your company wants to land for the future of eLearning.

Embark on your eLearning adventure!



Martha Furness
Product Training Specialist
Phoenix Contact

June, 2009 Program Details:

Date: June 18, 2009
Time: 6:00pm—7:30pm
Phoenix Contact
586 Fulling Mill Road
Middletown, PA 17057

Please register at:
www.centralpaastd.org

Don't Forget... We're Twittering Now

Are you on Twitter yet?

Have you sent any Tweets?

According to Wikipedia, "**Twitter** is a social networking and micro-blogging service that allows its users to send and read other users' updates (known as **tweets**), which are text-based posts of up to 140 characters in length."

Several ASTD chapters are utilizing Twitter to send quick updates to members, who can check on them by

"following" their chapter tweets and checking them when they want to and have time.

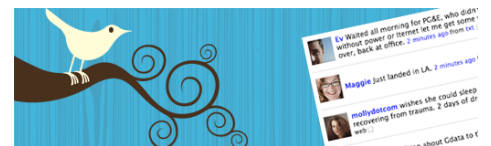
We have decided to try this, as well. The chapter leaders will be sending out short announcements about the chapter, and you simply log into your account to see them.

To get started, go to www.twitter.com and register for your free Twitter account. Then, click on "Find People" and

then "Find on Twitter" and type in the following: CentralPAASTD. Then, click on "Follow" and you're in! While you're at it, look up your friends, colleagues and famous people like Lance Armstrong.

We already have 54 followers, including ASTD chapters from California, Alaska, South Carolina, Georgia, and Arkansas.

We hope you join our conversation!



Webinar Series Update



2009 Webinar Update...

Have you tried one of our webinars yet? We have only just started holding webinars, and are getting an incredibly positive response from our members about them. It is a terrific alternative if you aren't able to attend our evening programs, and a great addition if you are!

Join us for our next webinar!

Webinar Dates...

We have two more free webinars lined up in 2009, The following is our current schedule:

04/22/09 @ 11am-12pm

Effective Webinars

Melissa Heath < WellSpan Health

05/27/09 @ 11am-12pm

Enhance Performance with 360 Degree Feedback

Rick Stamm, The TEAM Approach

09/29/09 @ 1:30pm-2:30pm

eLearning Technologies: What Now?

Ed Skonecki, Corporate University Xchange

11/10/09 @ 11am-12pm

Customer Training

Andy Petroskie, Harrisburg University

Registration for the September webinar will be communicated closer to the date of the webinar.

[Book Suggestion](#)

Zap the Gaps!

Target Higher

Performance and

Achieve it!

By Ken Blanchard, Dana Robinson and Jim Robinson

2009 Central PA ASTD Chapter Calendar

Here is the latest and greatest calendar for our chapter events:

March 19th

Melissa Heath on eLearning

April 16th

Jim Waller on the Success Case Method

May 21st

Jim Rowell on Effective Supervision

June 18th

Martha Furness on eLearning

July 16th

Chapter Picnic—location TBA

August 20th

Andy Petroskie on Learning 2.0

September 17th

Cindy Thatcher on Measuring Training Impact

October 15th

Jim & Donald Kirkpatrick (see page 1)

November 19th

Troy Behlert on creating training videos on a limited budget

December 17th

Annual Planning Meeting

We look forward to seeing you at our evening programs!

Straight Talk from Senior Leaders

By Cindy Phillips, Ph.D.

April's article, "Redefining T&D Roles in a Down Economy," made the case for showing how T&D can bring value to an organization. Cutting across the several valuable suggestions that Jennifer Fetterhoff made, a clear theme of relevance emerged.

Senior leaders are demanding that we demonstrate how our efforts support relevant strategic issues, particularly ones that will help the organization survive and succeed in these times of significant change and uncertainty. I believe increasing the focus on **leadership development** is a very tangible strategy for meeting this challenge.

You already know that front-line and mid-level leaders play a crucial role in the success of your organization, and during times of significant change and uncertainty, they are an even more important lever for managing employee morale, performance and engagement.

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Straight Talk from Senior Leaders, continued...

What you might not have time to think about during these stressful times is that CEOs and COOs often have even higher expectations and demands of those working-level leaders. In fact, a study of 100 senior executives from the first quarter of 2009, titled “*Leading in Times of Significant Change and Uncertainty*” (by Joe Raia of Glimmerglass Consulting & Training) provided insights that strike at the heart of effective leadership practices in times of significant change and uncertainty.

Those executives surveyed were asked about how front-line and mid-level leaders could be more effective and more successful in these critical times. The key themes listed below summarize the findings:

1. Embrace the Increased Importance of Your Leadership Role
2. Understand the Changing Environment
3. Manage Yourself and Your Demeanor

4. Get People Focused
5. Communicate, Communicate, Communicate
6. Engage and Involve Staff Members
7. Encourage Creativity and Innovation
8. Heighten the Emphasis on Resource Management and Implementation
9. Refine Your Ongoing Performance Management Techniques.
10. Find Opportunities to Establish Greater Success in the Future

These provide practical, hands-on, and straightforward counsel to front-line and mid-level leaders. However, what seems obvious is that these results show there is not an entirely new set of expectations regarding leadership in these times of change and uncertainty, only a call for focused execution of these leadership basics. A quote from one of the senior leaders represents this core theme:

“Good leadership practices are always important. They are just SO MUCH MORE CRUCIAL when times are difficult, when there’s so much change going on. In good times, effective leadership practices can be seen as less relevant. In difficult times, they are CRITICAL TO SUCCESS.”

Over the next few months, my colleague, Joe Raia and I will go deeper into these themes in a series of articles entitled “*Back to Basics*.” We will be building on the findings from his survey, and be looking at ways T&D and HR can continue to support our leaders at all levels in helping our organizations succeed in these changing times.

Work Cited:

Raia, Joe. “*Leading in Times of Significant Change and Uncertainty: Straight Talk from Senior Leaders*.” Glimmerglass Consulting & Training, Inc.
www.glimmerglassconsulting.com

Cindy Phillips, Ph.D. is a management consultant with expertise in organizational development, leadership development, team building, change management, and systems integration. With over 17 years of management experience in the technology sector, she specializes in developing and implementing changes initiatives that cross technical and functional boundaries, as well as strengthening leaders to lead those efforts.

Red Rose Learning Community SIG - May 26th

When: Tuesday, May 26th

Time: 8am—9:30am

Where: The TEAM Approach
2174 Old Philadelphia Pike, York

This Special Interest Group is a group of learning professionals who meet monthly to discuss stories found in the ASTD T&D Magazine. They meet for coffee and nourishing discussion about interesting topics.

In this month’s issue of the ASTD journal, the cover story explores innovation as experienced as Adobe. Other articles look at informal learning, a topic we have been discussing quite a bit this past year. Informal mentoring, leadership development and talent management are also explored in this issue. So, take some time to read your hard copy or the electronic copy online and come prepared to discuss the issue of your choice with your training and development colleagues.

This will be a great way to ease back into work after a holiday weekend!

For more information, contact Rick Stamm at The TEAM Approach:

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Central PA ASTD 60 Years as a Leader in Learning!

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Do you want to contribute articles to the Central PA ASTD newsletter? The articles we are looking for right now are informational about the four main topic areas for 2009:

1. Leadership Development
2. E-Learning
3. Measurement / Evaluation
4. Managing the Current Economy

We'd love to have your submissions! Please send your're article in Word format to Lynn Lehman at: lynn@lynnsmail2.com. Thank you!

Donald Kirkpatrick Speaking in October!

We are close to opening up official online registrations for the Kirkpatrick program we are holding on October 15th. Soon we will be inviting individuals from other chapters in Pennsylvania and Maryland, so if you want to reserve a space, be sure to contact us now! You can pre-register to save a seat for yourself and/or others in your organization. Simply e-mail your name and those others who will be attending to Lynn Lehman at lynn@lynnsmail2.com.

This is a full-day program and will be held in York, with Don presenting two different topics (measurement and managing change) and Jim presenting information from their newest book. The cost will be \$199, which includes breakfast and lunch.

We hope you can attend!



Donald Kirkpatrick



Jim Kirkpatrick