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2009 Calendar

MAY

15–16 Certificate in Organization Development 8:30 a.m. – 4:30 p.m. / 8:30 a.m. – 4:00 p.m.
Aurora Conference Center

19 Professional Development Event: **Align Change Management to the 9 Human Instincts** 4:00 – 6:30 p.m.
Harley-Davidson

JUNE

12–13 Certificate in Organization Development 8:30 a.m. – 4:30 p.m. / 8:30 a.m. – 4:00 p.m.
Aurora Conference Center

18 Professional Development Event: **Coach: To Be or Not To Be?** Morning
Upper Iowa University

OCTOBER

20 Legend Series: **Thiagi — Master of Engaging the Whole Brain in Training** 8:00 a.m. – 3:30 p.m.
Location TBD

SAVE THE DAY FOR

Thiagi

Master of Engaging the Whole Brain in Training



SEWI-ASTD Fall Learning Event
Tuesday, October 20, 2009!
8 a.m. – 3:30 p.m.

Each year, there is one speaker who offers you value far beyond the time and money invested. Silvasailam “Thiagi” Thiagarajan, Ph.D. is that speaker for many ASTD members. Thiagi is a thought leader in the field of training. This year, the “Resident Mad Scientist” comes to SEWI-ASTD with his most highly rated sessions.

TIP – Sign up early... Thiagi’s sessions always sell out quickly!

Save money with every Early-Bird Registration made before July 31, 2009

For more information, go to sewi-astd.org



Are You Taking Advantage of a Good Recession?

For those of you who attended the SEWI-ASTD 2009 Conference, this may sound familiar. Tim Mooney, author of *Courageous Training: Bold Actions for Business Results*, asked if we were taking advantage of a good recession. I was intrigued by this comment and started thinking about the valuable opportunities and benefits our chapter offers to our members, especially during these economic challenges. Are you taking advantage of your membership--especially during a good recession?

Learning professionals are faced with the need to find innovative ways to do more with less whether that is time, money or resources. Budgets and staff may be shrinking, but not neces-

sarily the workload or the needs of your audience. Finding the most effective learning approach to meet the learning objectives, performance goals and/or business results is critical to your success as a learning professional or business partner.

If you respond positively to the following statements about your chapter's benefits and opportunities, then you are taking advantage of your annual membership. Congratulations!

Which of these SEWI-ASTD benefits do you use?

- Attend two, three or more monthly programs. Eight monthly programs are included in your membership fees.
- Attend a Special Interest Group (SIG) meeting. Check

the Discovery newsletter or website calendar for future meetings.

- Participate in special events that:
 - Showcase an industry leader like Thiagi speaking to our chapter on October 20, 2009.
 - Offer social opportunities to network with members and/or learn more about chapter leadership positions. The next event will be in July, when you will be able to network and learn about chapter leadership roles.
- Share your talent to enhance our chapter services by:
 - Speaking at a monthly program.
 - Volunteering with a task at one of the following committees: Programming,

Membership, Special Events, Communication, and Member Services. You can learn more about opportunities under each area on our chapter website (www.sewi-astd.org/about_us). Volunteer opportunities allow you to: (1) learn about trends in the learning & development industry, (2) be a chapter leader to enhance the chapter benefits and services to our members, and (3) develop professional relationships.

- Network with members. Professional relationships with other members create an opportunity to learn about future positions, vendors, training or consulting needs in the industry. Professional

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Thank You!

What makes our chapter so successful? Our Volunteers!

A BIG THANKS goes out to those who have helped our chapter so far in 2009.

Executive Team

Rochelle Behling (President), Jill Busch (President-Elect), Karen Schroeder (Past President), Andy Waldoch (Treasurer/Secretary)

Communications

Warren Metzger (VP), Kit Behling, Sandra Christensen, Lisa Pook, Marti Cargile, Suzette Boltz

Discovery Contributors

Rochelle Behling, Marti Cargile, Patti Ulwelling, Julie Jordan

Member Services

Marshall Whitlock (VP), Sue Plochocki, Molly Soberg

Membership

Laura Karpfinger-Clark (VP), Mary Sue Handel (Co-Chair), Annie West (Co-Chair), Tim Stellmacher, Patti Ulwelling, Annie Larson, Jim Schiller, Alisha Klapps, and Lynnette Hahn

Professional Development

Susan Kerr (VP)

OD Certificate

Renita Switzer-Brown (Co-Chair), Patti Ulwelling (Co-Chair), Susan Kerr, Mary Wacker (instructor), Mary Voelker (instructor), Mike Venn (instructor), Cathy Alper (instructor), Belinda Weber (instructor), Daniel Stewart (instructor)

Programming

Jane Rewolinski (Co-Chair), Jan Roscetti (Co-Chair), Karen Schroeder, Janet Kloser, Rose Meagher, Joni Wong, Wendy Slusar

SIGs (Special Interest Groups)

Chris Fuchs (Chair)
OD Circle SIG: Patti Ulwelling
ROI SIG: Chris Fuchs
Coaching SIG: Patricia Clason
Technical & Skills Training SIG: Robert Reiter
E-Learning SIG: Bonnie Hemingway, Marilyn Kemp

Special Events

Julie Jordan (VP), Karen Schroeder, Rochelle Behling, Laura Karpfinger-Clark, Dian Carity, Michele Marsden, John Lampi, John Beine, Janet Kloser, Rose Meagher, Jill Busch.

If you have participated in ASTD this year and we inadvertently missed you, we apologize and thank you for your participation and service!



For more information on involvement opportunities, please contact:
volunteer@sewi-astd.org

Desperately Seeking Diligent Job-Seekers

Do you have the opportunity to coach job-seekers? Working in human resources, I have some insight into what happens on the other side. While most applicants are diligent, attentive to detail, and polite, I can't say that it's true for everyone.

Month in and month out, I review hundreds of applications for a wide range of positions, including technical, professional, and managerial. My role is to administer civil service tests, which includes determining whether applicants meet the minimum qualifications for a position in order to participate in the selection process. Often their applications, including attachments like cover letters, resumes, and transcripts, are evaluated by subject matter experts as part of the testing process. If they do well in the testing phase, they may be granted interviews with the hiring departments.

Lamentably, all the technology in the world hasn't improved

the quality of the application materials I see on a daily basis, even some from well-educated, experienced applicants. I naïvely thought that with the wide availability of job-hunting information on the Internet and tools like spell-check, over time I would see better and better cover letters, resumes, and applications.

Here are a few examples: At the City of Milwaukee, we now accept applications online. We assumed that accepting applications online would improve the quality of the information entered, since the applicants would be entering their own data. We thought wrong. We now have numerous records in all lowercase. We've had applicants place their street name in the city field or spell the name of their city incorrectly. Incidentally, we've seen email addresses that just make you wonder if people are serious about finding jobs: stinkywinky, firechasinghillbilly, be_nasty, basketbalplaya, xenawprincess, badgurl, furrybeast, and nicosgrrl, to name a few.

On our application, we ask for a breakdown of the amount of time people spent performing job duties for each former position. We often have applicants complete that section like this: 100% - Customer service, 50% - Employee development, 50% - Monitor daily business activities, 50% - Sales, 50% - Help other offices.

I suppose "appalled" is too strong a word, but I continue to be surprised by the number of spelling errors in applications, cover letters, and resumes – simple words like their, too, its, and continuous. No one is perfect, but wouldn't it be worthwhile to spend a little extra time to run spell-check and then have a friend or family member review one's work?

Lately, I have received communications from people stating that they are "extremely" interested in this position, "extremely" comfortable performing these tasks, and so on. Apparently, "extremely" is the new "very."

And, have you ever had this happen? Someone sends you an email message asking for information. (In my case, someone is applying for a job.) In the subject field, it states the name of the position (i.e., "Public Works Inspector"). In the message body, it says something like, "How many positions are available?" Is it just me, or is that curt?

If you have the opportunity to coach job seekers, particularly young people, help to spread the word that the fine points still matter in the job search. Being neat, thorough, correct, polite – these things always were, and still are, a reflection on the job-seeker. Remind them not to give a potential employer a reason to close the door.

MARTI CARGILE is a Human Resources Representative at the City of Milwaukee.

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relationships also offer potential references for future positions and contacts.

- Pursue an ASTD National membership. Take advantage of the "Power of Two." Those who have a chapter membership receive a discount to become a national member and receive: discounts on national conferences, certificate programs, ASTD book store purchases, as well as full access to website resources,

T&D Magazine, and more.

- Post or view a position in the Job Bank. What a great place to investigate positions that are currently available or to post positions to attract top talent to your organization.
- View the Go-To-Guide. This list can be organized by category, specialty, last name or company/organization.
- Look up a member or organization in the directory. All

members can update their profile electronically, so they never miss out on future programs or announcements.

- Read or post a message on the electronic discussion board to communicate with members by sharing information, ideas, and opinions.
- Print handouts from past programs located on the Member Services page of our website.

So how did you do? Were you

able to say "yes" to a majority of the member benefits and opportunities? We want to make sure SEWI-ASTD is of value to you as a member. Later this year we will provide our annual member survey to find out how we can better meet your needs and those of your organization. In the meantime, please feel free to contact me or any of the board members. I look forward to seeing you at the one of our dynamic programs!



“Biggest Event of the Year” Inspires Big Results

BY DAN BURNETT

An enjoyable day of learning, sharing, and networking was surrounded by two impressive keynote addresses. Tim Mooney, practice leader for The Advantage WaySM, and Dr. Roy Pollock, chief learning officer of the Fort Hill Company, did a great job of presenting a clear and proven plan for how to courageously re-evaluate training programs. Offering our employees training that sticks, has relevance, and can be measured in terms of real business results is as important as ever especially considering our current economic environment. To achieve that end requires time, commitment, and possibly a new perspective.

The task seems less daunting given Tim Mooney’s systematic approach to achieving the greatest training impact. His presentation was the ideal start to the day and challenged me to reflect on how to use the information from the breakout sessions to bridge the gap between learning and performance.

I commend Dr. Pollock for visiting all of the breakout sessions and customizing his closing remarks to be congruent with the other guest speakers. The concept of becoming a true business partner is especially meaningful to me considering executives, managers, trainees, and training leaders all need to be actively engaged in the training process for it to be successful.

We all face the similar challenge of positioning training and development to add greatest value to the organization. For me, hearing fresh perspectives from the day’s two keynote speakers was very timely and inspired optimism during extraordinary times. I left the process (remember, “Treat training as a process rather than an event”) with new ideas on how to enhance the transfer of learning and improve on-the-job application.

DAN BURNETT is a Training Specialist with Goodwill Industries of SE Wisconsin and Metro Chicago, Inc.

A Day Well Spent

BY TIM STELLMACHER

At the 2009 SEWI-ASTD Conference, keynote speaker Tim Mooney of the Advantage Performance Group framed the issues confronting all learning professionals and outlined the bold actions required for business results.

His presentation started us thinking about training impact. Many of us are aware that a large percentage of learning falls into the ‘did not try it at all’ or ‘tried it to some extent, but gave up’ categories. Unfortunately, research shows that the ‘tried it and got positive results’ group is not nearly as large as we learning professionals would like it to be.

Tim Mooney then focused on his Four Pillars of Courageous Training: Be A Business-Bulldog; Build Whole-Organization Responsibility For Training Impact; Win The Hearts And Minds of Make-Or-Break Partners; and Tell It Like It Is With Truthful Measurement & Evaluation. Of particular importance, Mooney highlighted the role of the manager who needs to prepare employees before the training and support employees after the training.

In the breakout session, Defin-

ing Role and Purpose of Training in Your Organization, Terrence Donahue gave our group of 15+ learning professionals a practical, hands-on exercise on how to ‘create clarity and value as a strategic business partner,’ in short, how to positively impact the whole organization and make-or-break business partners of Tim Mooney’s Four Pillars.

Attempting to overcome the confusion in the working world about the role and purpose of training, we formed three groups who wrestled with training role definition questions. The comparison of the groups’ ideas gave participants a keener understanding of and possible solutions for helping define the role of training with the key stakeholders of any organization.

The final message in this fine session was that true value to our organizations is not created by the things we say, but rather by the questions we ask as learning professionals.

TIM STELLMACHER is an active SEWI-ASTD member, currently serving on the Membership Committee. He is looking for a new challenge in the Learning and Development field.

Highlights from the Conference Organizers

BY JILL BUSCH, DIAN CARITY,
ROSE MEAGHER, KAREN
SCHROEDER, JANET KLOSER

Marilyn Thiet presented “No Budget? No Problem!” which focused on self-directed learning development on little or no budget. This session was full of participation, with small groups, hands-on exercises and engaging activities with actual practice time. We practiced creating a self-directed learning plan, sharing it with a partner, and receiving feedback.

The cost of developing self-directed learning can be little to no expense, which can really help an organization reduce costs. It was good to see how easy self-directed learning can be for the developer. The variety of learning formats is very interesting and fun for the learner.

Eliza Doolittle and Susan Sheehy presented “Become a Trusted Business Partner by Building Your Business Acumen”

Eliza demonstrated how translating a customer’s needs into financial terms shows how our field can contribute to the bottom line. Knowledge and understanding of financial information can also assist in decision-making which helps a company to meet its objectives.

Eliza led us through the financial statement definitions and the interaction of operations, investments, and financing. She used a pretend company to create the P&L Statement, Cash Flow Statement, and Balance Sheet over a 3-year period, helping the group to understand where the numbers came from, flow to, and how to interpret the

changes year-over-year. Each small group was then given a short company scenario and generated financial implications plus our actions and decisions to increase revenue, decrease costs, and improve key metrics.

In our industry, it is important that we can read and understand the financial statements to identify opportunities for improvement. By doing this, we add value to our positions while aligning with the organization’s goals.

Steve Castelaz, Bob Roman, Lorenzo Vicini, and Ryan Castelaz represented four generations of technology users as they guided the participants through “Wikis, Podcasts, Virtual Worlds, and Social Networks: What are they and how are they used?” These men discussed how it is getting more difficult to use “standard” forms of training and learning delivery in a world increasingly used to “action” information/information on-the-move.

Participants were given a variety of opportunities to work together on ideas for their own uses of Virtual Worlds. Presenters demonstrated the capabilities of virtual world technology using the software they were discussing. Some points made were:

- A variety of wiki websites (wiki.com, wikimatrix.org, wikibooks.org, pbwiki.com), each offer unique functions.
- Virtual classrooms can replicate almost any actual setting (classroom, office, store, etc.)
- Currently, the #1 use of virtual worlds is in the Training and Development field

- Virtual classrooms are meant for small audiences
- Facebook can be used for Instant Messaging purposes

The following suggestions were given: Use good judgment when submitting information to Facebook since many employers use it to check on applicants. Virtual worlds are feasible for everything from “product/location walk-throughs” to training games to role plays. Podcasts of 5-10 minutes work best for time-sensitive messages/updates. Wikis can be used to create training web pages designed to enable anyone who has access to them to contribute or modify content. By using names from business cards you’re given, you can build a business network on LinkedIn.

The overall agreement among the presenters was that the way they used Virtual Worlds had a lot to do with where they were in their lives (age-wise & experience-wise) and this was also true of the people they impacted with their information.

One caution on Virtual Worlds: You can fool people more easily over technological vehicles than you can in-person. Likewise, you can be fooled more easily!

Janine Smith wowed the group with “Maximizing People, Maximizing Performance – Leading for Results.” This workshop focused on Situational Leadership. What makes an effective leader? You can influence behavior and performance knowing the principals of situational leadership.

Participants had the opportunity to take time to evaluate their own leadership style and learn

when to apply the various styles. Participants got a fresh look at how they lead and how they can be more effective.

Patti Coan facilitated “The Changing Face of Learning: Meeting Our Digital Learners’ Needs.” Participants had several opportunities to discuss the points made by Patti and it became apparent that generational learning preferences are largely determined by whether people are “Digital Natives” (grew up with it) or “Digital Immigrants” (didn’t grow up with it).

Key points included that “learning” is “you-oriented” (learner is in control) and “training” is “me-oriented” (trainer is in control). Required business knowledge is growing so rapidly that traditional methods of information must be blended with digital technologies (currently 60% of training is still instructor-led).

As we move forward, we should keep in mind that the most effective and long-lasting results are derived from a blended learning mix of 20% classroom, 30% e-learning, and 50% performance support. It is important to look at current scheduling for opportunities to offer just-in-time and on-the-job learning vs. taking time away from the job. Look for opportunities to move from text-based learning to searchable web-learning portals with video, audio, rich media (graphics, visuals, audio), stories, animation, virtual worlds and digital games. There is also a service called “Mediasite” that allows you to use any video and digital

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ASTD DISCOVERY TEAM

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Submit articles, meeting notices, book reviews by the first of the month preceding the next issue:

- EMAIL discovery@sewi-astd.org
- WEBSITE www.sewi-astd.org

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HIGHLIGHTS FROM THE CONFERENCE ORGANIZERS *continued from page 5*

presentation source to record and synchronize audio, video, and slides. The recording can be distributed online for people to watch at their convenience or automatically create an audio podcast. Check out <http://www.sonicfoundry.com/mediasite>.

In **Creating and Leading Accountable Teams**, Eric Coryell showed us how to make our teams accountable.

Eric identified various organizational structure models and compared them to a true team approach. He showed us the importance of dealing with “real” issues as a team.

Participants got very practical advice. Eric’s ideas shake up our traditional ideas about teams and structure, but make a great deal of sense. Everyone felt they had ideas they could apply back at their places of work.

Rick Piraino’s workshop was “Coaching for Excellence: Effective Performance &

Relationship Management.” He shared his expertise on effective performance and relationship management while keeping the group on the move with discussion, examples, small group exercises, engaging questions and answers, individual exercise and practice.

Some important points from this session were:

- Management by emotions does not work!
- Positive relationships create a good coaching environment.
- Only facts should be used when discussing or coaching.

JILL BUSCH is SEWI-ASTD’s President Elect; KAREN SCHROEDER is Past President; JANET KLOSER is Special Events Chair. DIAN CARITY and ROSE MEAGHER are long-time, active members currently serving on the Special Events committee.

The Southeastern Wisconsin Chapter of ASTD Mission and Vision



We exist to promote the value of learning and development in meeting the challenges of organizations in a changing world. We support our members’ success through professional development opportunities, building relationships, and sharing knowledge, solutions, and best practices.

Our vision is to be the most-valued local resource of, and for, people in training and organizational development roles.

CHAPTER CODE

Use our Chapter Code — **CH 5022** — when you order merchandise or enroll in any programs offered by the National ASTD. Just by including the code, our local chapter will receive support to defray the cost of volunteer recognition and member services.

WANTED:

A member or non-member, who is willing to donate two hours of their time to complete a 2008 Financial Review for our chapter.

One of our Chapter Operating Requirements (CORE) is to complete a financial review by an individual not involved on the board or in any aspect of the financial processes. The task would require you to spend two hours at SEWI-ASTD Headquarters. Headquarters will provide all the necessary

documents for 2008. You would randomly select various transactions and Headquarters would need to show you the necessary paperwork and approvals to confirm the processes in place are being followed.

Please contact our Administrator Christopher Roper at c.rope@sewi-astd.org or our President Rochelle Behling at c.rope@sewi-astd.org.

ASTD is the leading organization of learning and performance professionals. We connect you with people and resources; we grow your knowledge, skills, and abilities; and we strengthen our profession.