

The Learning & Performance Communiqué

THE e-NEWSLETTER OF THE
GREATER ATLANTA CHAPTER OF ASTD

November 2006



The 1st Source in Greater Atlanta Since 1955: Linking People, Learning & Performance

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CHAPTER INFORMATION

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Our Mission

The mission of The Greater Atlanta Chapter of ASTD is to provide quality professional development and member services to our professionals in a manner that involves our members in contributing to the training and development industry and the community.

MEETINGS – WORKSHOPS

OCTOBER & NOVEMBER SPECIAL INTEREST GROUP MEETINGS

November 3
ITCN SIG Meeting

November 7
South GIG Meeting

Visit the [online event calendar](#) for more
information today!

HELP YOUR CHAPTER EARN MONEY!

Source Code **CH9047** = Money for Our Greater Atlanta Chapter!



Joining ASTD?
Buying an ASTD book?
Attending an ASTD conference?

PLEASE use our Source Code...**CH9047**

FROM THE DESK OF THE PRESIDENT...



Thank You for Your Surveys!

Thanks to all of you who completed the Chapter Survey last month. The results provided the chapter leaders with important information that will guide them during the next year.

The key areas addressed in the survey were Chapter Management, Programs and Workshops, Growth and Development, Meaningful Engagement as Volunteers and Communications.

Chapter Management included questions regarding the management association that handles the day-to-day operations for the chapter and the volunteer chapter leadership. Because most members have limited contact with the chapter office many respondents, 39%, were neutral on the response time and helpfulness, with 41% agreeing and 31% strongly agreeing, that the services meet their needs and are handled accurately. Chapter leaders scored high on their responsiveness and willingness to listen to member's ideas. Encouragement to become involved in chapter activities rated of 39% strongly agree and 35% agree.

Questions regarding Chapter Programs and Workshops included topics on location, content, value of the SIGs/GIG and professional development opportunities. Sixty three percent (63%) felt that the Chapter Meetings were very important and 70% found great value in the SIGs. Over 90%, felt that networking was an enjoyable aspect of chapter events but an overwhelming 89% said they attend the chapter meetings, and 96% attend the SIGs, because the topic is of interest and value to their career.

Members were asked to select the top 5 professional development topics they would like to have at chapter meetings and SIG/GIG events. The top five were 1) Learning Metrics, 2) Technology in Training, 3) Developing the Business Case for Training (ROI), 4) Developing a Training/Consulting Practice and E-Learning Design and Development. Almost 68% said the Chapter provides diverse tool and activities for addressing their needs.

Feedback received regarding chapter Communication vehicles; website, newsletter and e-mails, indicated that the Event Calendar is highly valued as well as the Newsletter and Jobline.

If you have made it through this rather tedious article you are probably wondering why the survey reported only good information. Well, I'll be honest. We did receive comments on ways we can improve our performance in the areas of service quality, volunteer inclusion, and programming. And we will discuss each and every one of the comments. But overall, 58% of the members completing the survey said they were satisfied and 20% said they were very satisfied. The best news is that 88.5% of those responding said they plan to renew their membership. I do too!

Patsy Newton
2006 Chapter President

NOVEMBER CHAPTER MEETING



Talent Management at Coca-Cola

Date: Monday, November 13, 2006

Location: Equifax Headquarters, 1550 Peachtree Street, NW, Atlanta, GA 30309

Registration: Visit the chapter website – www.astdatlanta.org

Directions: Parking for this meeting graciously provided by Peachtree Christian Church, 1580 Peachtree Street, Atlanta, GA 30309 – [Details for Parking to Follow](#)

Presenter: Karen Hendrix, Director CCNA Learning & Development

5:00pm – New Member Orientation and Networking

6:00 - 7:00pm – Program

Get Published in the Learning & Performance Communiqué!

Are you an author? Would you like to be published in the Learning & Performance Communiqué? If so, visit the [newsletter](#) page on the chapter web site for more details, or email [Russell A. Wheeler](#), Vice President for Communications.

CALL FOR VOLUNTEERS – 2007 ICE STEERING COMMITTEE

ASTD 2007
INTERNATIONAL CONFERENCE & EXPOSITION
ATLANTA, GEORGIA, USA • JUNE 3-6 • 2007

ASTD has scheduled its 2007 ASTD International Conference and Exposition (ICE) in Atlanta from June 3-6, 2007 at the Georgia World Conference Center. ASTD Atlanta will play a key role in this conference. Here is what you can expect.

2007 ICE Steering Committee - ASTD Atlanta is now forming a Steering Committee to plan our participation in the conference. There are four key positions:

- Coordinator of Volunteers
- Coordinator of Marketing
- Coordinator of Communications
- Coordinator of Volunteer Online Database

In addition, the 2007 President and President-Elect will serve on the Steering Committee as ex officio members. We will appoint additional at large members as needed. If you would like to serve on the 2007 ICE Steering Committee, please send an email to Ted Lehne at presidenelect@astdatlanta.org identifying what role you would like to play.

2007 ICE Conference Volunteers - *Members of ASTD Atlanta in good standing will get the first chance to volunteer for the conference.* For each day of the Conference a member volunteers, the member will be able to attend another day of the Conference at no cost. We expect to be able to accommodate all ASTD Atlanta volunteers and plan to open up the online process for volunteering at the end of January 2007. The only way to volunteer is to sign up online at the end of January 2007. Watch for more information!

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ARTICLE OF THE MONTH

Facilitation vs. Training

By Hal Jung & Steve Neifeld

What is the difference between a trainer and facilitator? A trainer tells you by lecturing and a facilitator asks you by engaging in a conversation. Traditional training is based on a lecture format. The “teacher” dispenses information with the intent that students will absorb it. Most of today’s training is conducted in a lecture format. Facilitation, however, relies on discussion. The facilitator’s goal is to get involved in a meaningful dialogue where the learner determines his or her own conclusions based on a combination of facts and experience. Our experience has demonstrated that facilitation is a better approach to connecting with adult learners. At its best, facilitation skills are conducted at three basic levels of discussion: surface level, medium level and deep level.

Recently, we had an opportunity to deliver a selling skills seminar. The participants were required to complete a pre-work assignment, which fully described the material to be covered. From doing their assignment, the learners would come prepared to practice the skills they have learned on a conceptual level. By design, the workshop would need facilitators rather than lecturers.

As we delivered the program for the first time, we noticed our facilitation skills were carried out on a surface level. For example, we would introduce a topic by asking a simple question relating to the pre-work. Once a participant answered such an easy question, we would move on. This continued throughout the entire seminar. The discussions were very basic. We noticed the same few participants would always shout out the answers to our questions. In reflection, we concluded that although we understood the value of involving adult learners in an interactive format, our surface level facilitation was not much of an example of facilitating powerful learning. We were fooling ourselves if we thought our audience was truly engaged with us.

The second time we delivered the material, we noticed our facilitation level went from a surface to medium level. Medium level facilitation is defined as linking to a broader context. For example, after asking participants an easy question, continue to lead a discussion linking that topic to their business. We asked the group, “Based on what you learned in your pre-work, what is the first component of a sales interview?” Some would answer, “The Opening!” Instead of moving on to the next topic, we continued by asking why the opening phase of an interview was important. We asked the participants to think about the concept behind proper opening of an interview. In addition, we asked for responses to the questions, “Who can demonstrate some examples of opening a meeting?” and “What marketing materials are you using during an opening interview and why did you choose those point of sale pieces?” This type of interactive discussion can go on as participants engage with each other in meaningful dialogue. The trick for the facilitator is to know when the topic is thoroughly covered at this level and move deeper.

As you become more familiar with the material, the timing, the audience energy level and all the other issues involved in conducting a seminar, you become more adept at deep facilitation. This occurs when you relate the material to the individual’s personal values and feelings. Your facilitative skills take the student to a deeper level – a level that touches upon personal meaning of a situation. When you are able connect personal values to course material you see how the adult learner “gets it.” By our third group, we had learned to fully appreciate the value of deep facilitation.

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ARTICLE OF THE MONTH

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As sales trainers, we show how to use these facilitation skills to uncover the gap between a prospect's current state and his or her desired state. Surface level facilitation might only ask for examples of the current state and desired state and to determine the gap quantitatively. Medium facilitation would require a discussion what the client might do to address their gap. The prospect might be asked for some examples of how they might go about addressing their problem.

Deep facilitation emphasizes what the gap means to the prospect. The identification of meaning, the impact of the problem, empathy for the client's feelings, the consequences of not taking action – these are all issues that are addressed through deep facilitation. This is a powerful way of making sure the prospect clearly understands the consequences of the difference between the current state of affairs and their desired goal. One operates at the highest level of sales skill when he or she is able to make concrete and explicit statements that link the gap to the prospect's personal values. An example of the three levels of facilitation in a financial sales scenario:

1. On a surface level, a prospect's present state might be "no savings put aside for their retirement". The desired state is to have enough money available at retirement.
2. Medium facilitation would identify the gap as a need to start saving a certain amount to reach a certain goal. The gap would be defined quantitatively as a savings amount. The prospect would be asked to think about some solutions. Ask the prospect to think about what must be done to retire comfortably and what might be done to prevent this from happening.
3. Deeper facilitation by the sales representative would help the prospect discover how they would feel when they retire without reaching their desired goals. The focus on feelings is a powerful determinant in helping people to take action. Without an awareness of this feeling component of a decision, the problem is nothing more than an intellectual exercise. Furthermore, the prospect would be asked to link the consequences of the entire situation to their personal values. Again, the interaction operates at a deeper level. This makes the seminar more meaningful and the skills practiced more useful.

The next time you are in front of a group, be aware of your level of facilitation. Are you just asking questions that involve simple answers? That would suggest surface level facilitation. Your goal is to check for simple recognition of concepts. Are you relating the answers to a group discussion? This medium level facilitation addresses the goal of more audience involvement. Finally, are you able to link the discussion to a deeper, more personal level of meaning or to a set of values? When you do this, your deep facilitation skills are tapping into the psyche and experiences of your learners and learning becomes more meaningful.

Our premise is that facilitation is more effective than training and that the facilitator, who uses all three levels of facilitation, creates the most effective group learning.

ASTD BEST AWARDS



CheckFree

The **ASTD BEST Awards** recognize organizations that demonstrate enterprise-wide success as a result of employee learning and development. We are looking for organizations that get it: They create, support, and champion learning opportunities for results and a learning culture.

EQUIFAX

Established in 2003, the BEST Awards Winner's Circle includes small and large private, public, and non-profit organizations from around the world. Award winners show that they are BEST at **B**uilding talent, **E**nterprise-wide, **S**upported by the organization's leaders, fostering a **T**horough learning culture.

randstad
work solutions

ASTD Atlanta would like to congratulate the following Atlanta organizations: **CheckFree Services, Equifax, Randstad USA, and US Security Associates**. For more information, please read the October 2006 issue of *T&D Magazine*, or visit www.astd.org today!



MEMBER DISCOUNTS

Do you shop at Target On-line? How about The Gap or Jos. A. Banks? If so, you can get a discount because you are an Atlanta ASTD member and part of the Sparkfly network. Be sure to visit the **Members Only** page on the Chapter website and click on **Discounts** to learn more about great savings for ASTD Atlanta members.

Be sure to pick up your Sparkfly card at a chapter meeting or SIG/GIG meeting. Or call the chapter office at 770-432-4042 and ask to have one mailed to you. This offer is for ASTD members only.



Do you have your **Office Max** discount card? If you make copies, handouts or binders for your training classes you need the card! B/W copies are 3¢, color copies are 49¢, and all other printing services are 15% off. If you don't have your card you can call or e-mail Chapter Administrator, Tami Brodie, at 770-432-4042 or e-mail info@astdatlanta.org. One card per member, members only!



THE ASTD ATLANTA MARKETPLACE

More FINANCE learning in less time and cost!

Goal: Learn Basics of Finance, Accounting and Business Decision making in 1-2 days. Understand it, retain it, and apply it

Day One - Basics of Finance, Accounting & Business Decision Making
Day Two - Financial Justification for a new product or program



The usual way: Dry lectures, long cases, tear apart financial reports, guessing where each number comes from. In 30 minutes, non-finance people's eyes glaze over, they are lost. Little or no learning takes place.

The better way: 'Bottom Line Finance' from PCI Global Inc.

Participants learn 3 key financial reports and ratios in class with your firm's financials as examples. In teams they start up a simulated business with blank financial reports. They raise capital, borrow funds, set prices, order equipment, materials and hire staff.

They see every result - on screen - they learn it the first time

Every decision pops up on screen showing immediately which accounts/reports will be affected. Then, they actually see money pouring into each account. Teams compare results with others and learn from shared experiences. Now they 'get it', retain and apply lessons!

Time Well Spent Rating: 92.3% worldwide. Less time wasted means lower cost!

Current Clients include: UNITED TECHNOLOGIES, CNA, SIEMENS, GE, ARAMARK and others



For more information about PCI Global Inc.
Website: www.pciglobal.com
E-mail: info-pci@pciglobal.com
Telephone: 201.489.9200



***Why advertise with ASTD Atlanta?
Simply... it's the RIGHT place to get to the RIGHT people!***

To place an ad in the ASTD Atlanta Marketplace,
or request more information, contact
Tami Brodie at info@astdatlanta.org or visit www.astdatlanta.org.

***Reach over 600 Atlanta workplace learning and
performance professionals every month!***

THE ASTD ATLANTA MARKETPLACE

ADVERTISE IN THE ASTD ATLANTA NEWSLETTER TODAY!

Are you interested in reaching our membership another way besides the website? Place your advertisement in our monthly newsletter. This is a great opportunity for you to showcase your products and services to ASTD Atlanta. To place an ad or request more information, please contact Tami Brodie at info@astdatlanta.org.

Ads can be placed in the newsletter as follows:

- Full page
- Half-page
- Quarter page
- Business card size

Current Newsletter Advertisement Price Schedule

- Business Card: \$20/month
- Quarter Page: \$45/month
- Half Page: \$70/month
- Full Page: \$110/month

Discounts:

- Three months continuous ad at 20% discount
- Six months continuous ad at 30% discount

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WELCOME NEW MEMBERS!

**Kecia Smith
PCAOB**



**Jeff Venza
Thoughtmill**

**Bridget Lewis
Intercontinental Hotels Group**

**Katrisha Williams
Public Health Adolescent Health
& Youth Development**

**Wills Zeffon
Convergys**

**Sheri Matt
Mingledorff's**

**Mark Myette
Dictaphone Healthcare Solutions**

**Denise Anthony
Convergys Corporation**

**Jessica Nasca
Thompson Computaught**

**Ed Cates
Mayer Electric Supply Co., Inc.**

**Ed Outlaw
Outlaw Consulting, Inc.**

**Evelyn Doolittle
State Farm Insurance**

**Ann W. Pruitt
Independent**

**Anita Willingham
The Leadership Loft**

**Jennifer Johnson
Georgia State University**

**Robert Cahn
Cox Enterprises, Inc.**

ABOUT THE *LEARNING & PERFORMANCE COMMUNIQUÉ*

The ASTD Atlanta *Learning & Performance Communiqué* is produced by the Communications Committee. It contains announcements and other information of importance to the ASTD Atlanta community and is published monthly (subject to change without prior written notice). Copy deadline is 5:00 p.m. Wednesday of the preceding publication week. Submitted copy is published at the discretion of the Editor and is subject to editing as authorized by the Executive Board. Submissions are accepted via e-mail at VPCcommunications@astdatlanta.org. Articles that do not meet the deadline will appear in the following issue.