

# TRAINING

SUMMER 2009



CHICAGOLAND CHAPTER

# ASTD

WORKPLACE LEARNING & PERFORMANCE

T O D A Y



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# CC•ASTD

Alliance Organizations

## ACPI

Association of Career Professionals International:  
www.acpinternational.org

## CCASTD

Chicago Chapter of the American Society for  
Training & Development: www.ccastd.org

## CCF

Chicago Coach Federation:  
www.chicagocoaches.com

## CISPI

Chicago Chapter of the International Society for  
Performance Improvement: www.cispi.com

## CODIC

Chicago Organizational Development Institute  
Chapter: www.codic.us

## NSA-IL

National Speakers Association-Illinois:  
www.nsa-il.org

## ODNC

Organization Development Network-Chicago:  
www.odnetwork.org/odnc

## STC

Society for Technical Communication:  
www.stc-chicago.org

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## T O D A Y

### SUMMER 2009

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*Training Today*, the magazine of the Chicagoland Chapter of ASTD, is published four times a year as a service to its membership.



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# Letter From the Editor



Summer! This is the time of year to enjoy warm weather, being outside and getting away for long weekends and vacations. What a great time to dig in your garden, connect with acquaintances and escape reality for a bit!

The realities of the economy and job market are tough; however there is promising news on the horizon for our industry. A shortfall of talent is projected in upcoming years due to larger numbers of people leaving the workforce compared to the numbers of those joining it. When this happens, many organizations will be vying for the same resources. Research indicates that those organizations that implement learning events will be more effective in attracting and retaining valuable talent.

This projection puts our industry in an exciting place — in a role to help shape the future. The Training and Development function, now better described as Learning and Development (L&D), is at the forefront of leading organizations who are making a difference now and that will be positioned for future success. The summer issue of *Training Today* contains relevant articles about both current and future realities in the learning and performance arena. Here are some of the highlights:

- In his article, Bob Dean describes how the L&D function will play a pivotal role in successful organizations in the 21<sup>st</sup> Century.
- Insightful research by the Carrot Culture Group highlights the powerful impact recognition has on performance.
- Tried and true tips to help navigate today's job market points out a number of strategies for success: continuous learning, networking and volunteering.
- Volunteering: see how two extraordinary members volunteered to share their time and talents with a local organization.
- CCASTD Board member profiles: read about two important board members who help with volunteers and membership.

Another great way to get involved, stay connected and continue learning is to attend local CCASTD events. See page 11 for a listing of what's planned during the summer months. Be sure to check the website ([www.ccastd.org](http://www.ccastd.org)) often for more information about these events and opportunities to get involved. There's something for everyone.

As always, we value your input and comments! Please send any comments you have to [admin@ccastd.org](mailto:admin@ccastd.org).

Wishing you continued success and a fabulous summer!

Louann Swedberg  
Drake Resource Group

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# Learning and Development in the Experience Economy

by Bob Dean



*“Over the next twenty years, businesses around the world will be colliding with a transformational change never seen before. In the midst of a demand for more talent and expertise, a wealth of experience and knowledge is expected to walk out the door... The most compelling strategy in the attraction and retention of critical talent is their confidence that they have access to cutting edge opportunities to learn and develop skills.”*

*25 Best Practices in Learning & Talent Development (Lulu.com, 2008)*

In this quote from his book, Nick Van Dam, the Global CLO at Deloitte, presents the impending challenges facing many companies in the realm of leadership and learning. Attracting and retaining talent will be critical to success in the 21<sup>st</sup> Century.

A big element of the 21<sup>st</sup> Century focus on talent is leveraging Learning & Development (L&D) organizations to design and deliver continuous learning and developmental experiences for global employees. The key word to note is “experiences”. It’s time to make the paradigm shift from workshops, programs and events lasting days to learning experiences that blend formal and informal learning processes and use a variety of delivery channels to deliver business results.

## L&D in a Business Context

The Learning & Development function supports a business’ vision and strategy in many ways. Here are the four most significant areas:

- **Ensuring speed to productivity for new to company hires.** This includes post merger integration and connectivity for those who are promoted to new levels of responsibility.
- **Driving and supporting business transformation initiatives** by creating transformational learning and change experiences.
- **Improving business results** by building capabilities, knowledge and competences.
- **Making the company a great place to work** by enabling personal productivity and efficiency gains as part of a culture dedicated to learning.

Relevant learning experiences should be designed with a focus on continuous development. This is a critical element for driving behavioral change and business results in the company. Continuous development experi-

ences are achieved through:

- **Leveraging multiple learning delivery channels**, including live learning (face-to-face classroom, webcasts and virtual classrooms, coaching, etc.) along with on-demand learning tools (job aids, reference tools, podcasts, blogs, web-based courses) and emerging mobile learning resources.
- **Sponsorship by company leaders who are committed to development experiences** will improve the way people do their jobs and ensure the themes and messages become embedded in the company’s culture. Such leaders need to be committed to their own personal development via learning experiences, both to demonstrate their sponsorship as well as to impact the company culture.

## Running L&D Like a Business

In my experience, successful Learning & Development functions use a standard design process to ensure consistency in the way the programs are conceived, delivered and continuously improved. The design process should be comprehensive in its focus on both the learning and development and the change management aspects. Following a standard process increases the likelihood that the L&D function is being “run like a business”. The steps in the process could include the following “6Ds”, as adapted from the book *The Six Disciplines of Breakthrough Learning* (Pfeiffer, 2006) by Richard Flanagan, et al.:

1. **Define business outcomes** that tie directly to and support the strategic business goals of the company.
2. **Design the complete experience**, customized by using appropriate learning channels and a process to facilitate active participation to maximize retention and transfer of learning.

3. **Develop compelling content** with a focus on creating visual models and frameworks that make the content more memorable to increase retention and application.
4. **Deliver learning for application**, including customization of the learning experience to ensure application and transfer to the workplace.
5. **Drive follow-through and active support** by instituting coaching and support structures and creating feedback loops to capture and share learning experiences and best practices.
6. **Document impact and results** including the collection of value stories and recommendations for improvement.

This “6Ds” process can be enhanced by an integrated focus on the change management factors that impact the learning process and connect learning to the business. Most learning initiatives (whether focused on business initiatives, strategic business plans or competency development) involve changes to behavior. A best practice to use: integrate a focus on change readiness and essential change considerations into all aspects of the learning and development process.

Additionally, the use of consistent and visually compelling models and frameworks are an important element in transferring (formal and informal) learning in the workplace. For example, in a presentation skills learning experience I’ve frequently delivered, I use a model that is simple and easy to remember. The model is called the “3Ss” representing the unique elements of structure, substance and style. Once presented, it serves as a memorable baseline for competency development.

*Continued on next page*

### Design the Complete Experience — A Closer Look

Although all of the “6Ds” are important, the one that offers the greatest potential for innovation is the second, design the complete experience. Can you recall a learning experience in your career that truly “changed your life”? If you can, it was likely a very innovative and satisfying experience and has helped to shape you in some way.

*The Experience Economy* (Harvard Business School Press, 1999), by Joe Pine and Jim Gilmore identified the models and frameworks that great companies use to create memorable customer experiences and maximize their economic value (think Disney, American Girl, Wrigley Field, and Hard Rock Café). In 2006, I became one of the first ten people to be certified in the models of this classic business book. Since then, I have combined these frameworks with the “6Ds” to design and deliver life changing experiences for learners\*. They include:

- The Progression of Economic Value of Learning & Development
- The Five Stages of an Experience
- The Four Experiential Realms—Entertainment, Educational, Esthetic, and Escapist
- Mass Customization and the Learning Process
- Designing Signature Experiences—with emphasis on Impressions, Theming and Memorabilia
- The Four Forms of Theatre

\*These models and frameworks will be explained in more detail at the CCASTD meeting in Chicago on July 13.

### Setting the Stage

Putting together engaging learning events that leverage best practices and tried and true frameworks sets the stage for continuous individual development. After more than 20 years in the corporate learning field, I now see myself as a “learning experience stager”. I have also coached some of my colleagues to play this new role in staging continuous development experiences. If all of us in the field could become more expert at designing and staging learning experiences,



then we would be a part of the paradigm shift from *training as an event, focused more on the “instructor”*, to *development as a continuous process in which the focus is on each unique learner*.

Becoming more expert in designing experiences will also prepare us for the upcoming millennial generation of learners. This generation (born between 1981 and 1999) has grown up with computers, the internet, cell phones, simulations and social networks. They have come to expect the learning process to be an interactive experience that is engaging and collaborative. This generation will soon (if they haven’t already) become a large percentage of our target audience.

### The Challenge Ahead

As a company’s knowledge and change management initiatives evolve and technology continues to expand, formal continuous learning and development experiences can be a channel for both the creation of new knowledge and the deployment of best practices and case studies. A continuous

development mindset serves as a catalyst for creating a global knowledge sharing and learning culture.

A commitment to continuous learning and development experiences can be a significant differentiator for global, talent-focused organizations in the 21<sup>st</sup> Century. Not only can Learning & Development build capabilities, competencies and knowledge, it can also be a key driver in the learning and change management needed to implement business transformation initiatives. A company’s long-term commitment to this approach will be their catalyst for creating a culture that attracts, retains, and develops highly talented people – and ultimately succeeds.

*To learn more about Learning & Development in the Experience Economy, join Bob Dean on July 13, 8:00-10:30 a.m., at the Summit Executive Center on Michigan Avenue. See [www.ccastd.org](http://www.ccastd.org) for registration details.*

*Bob Dean has over 30 years of experience in accounting, professional services, and learning and professional development. He has served in learning leadership roles at three major professional services firms-- Heidrick & Struggles, Grant Thornton and Ernst & Young. He has also worn the many hats of the learning process—team leader, presenter/facilitator, designer, developer and learner. Bob is committed to the design, development and delivery of transformational learning experiences using multiple learning delivery channels.*



# Human Acceleration via Carrots?

by The Carrot Culture Group

*“The new global research proves that recognition accelerates human performance to a level beyond comparison in every culture studied — the impact has no boundaries. Not only do humans at every stage in life respond similarly to recognition when it’s directed specifically toward their actions, achievements, efforts, or attributes, but they also respond favorably to witnessing their peers receive recognition — they want to emulate the person being recognized. It’s really a major discovery.*

*The intention was to discern more about workplace performance — succeeding in the ‘rat race,’ but we ended up with data that explain the human race. This is powerful data.”*

Andrea Gappmayer, renowned Carrot Culture speaker and trainer, shares startling new global research released in *The Carrot Principle, 2<sup>nd</sup> Edition*

Science continues to unveil startling new evidence about the human potential — DNA can be analyzed, and brain chemistry precisely monitored. Yet, while bombarded with studies about the intricacies of biological investigations, the most powerful aspect of human performance seems to elude the magnification of the microscope.

What *aren’t* we seeing about human potential? We’re not seeing the impact that **recognition** plays on human performance. We’re not seeing how critical the accolades or appreciation offered by humans for achievements, efforts, attitudes, or attributes really are.

## **What are results of recognition? Can it be measured?**

What happened the first time someone told Jesse Owens he was fast? What happened when someone told Seinfeld he was funny? When someone recognized your achievement, effort, attitude, or attribute, what happened? Human acceleration happened — instantly. When someone gets positively recognized, they repeat the behavior — faster, more consistently, and with a greater sense of commitment — that’s what happens.

## **Who is The Carrot Culture Group?**

The Carrot Culture Group is the leading provider of recognition and engagement training solutions, and a division of the world’s largest appreciation company, O.C. Tanner. Using research, case methodology and easy-to-use web-based interaction, Carrot’s programs have become the preference of some of the world’s most

respected companies — like PepsiCo, Aflac, KPMG and Boeing.

## **But, where does all this Carrot-lingo come from? When did recognition become a measurable business best practice?**

“Over a 10-year time period, more than 200,000 managers and employees were surveyed,” says Gappmayer. “The results of that research were so mind-blowing that Adrian Gostick and Chester Elton wrote a book about it — *The Carrot Principle*. The Carrot Culture Group grew out of a garden of data.”

## **So, what are some of these stunning data?**

Survey participants were asked the question: ‘Does my organization recognize excellence?’

- Organizations that scored in the lowest 25% had an average Return on Equity of 2.4 percent.
- Those that scored in the top fourth had an average Return on Equity of 8.7 percent.

“In other words, companies that most effectively practice recognition enjoy a return that is more than triple the return of those that do so the worst,” says Gappmayer.

Obviously, this is just a small portion of that study, conducted by The Jackson Organization — and now published in the New York Times and Wall Street Journal bestseller, *The Carrot Principle*.

“That’s just in the U.S. and Canada,” adds Gappmayer. “And, although it’s one of the largest workplace studies ever, it wasn’t enough for Adrian and Chester. That’s why they commissioned Towers Perrin to do the global research — and those results are even more astounding, because it proves that recognition is a human performance accelera-

tor more than just a cultural performance accelerator.”

Since releasing *The Carrot Principle*, authors Adrian Gostick and Chester Elton have appeared all over the media — NBC’s Today Show, CNN, and on 60 Minutes.

Yes, they’re speakers, teachers, trainers... but they’re also quite witty. Carrot keynote speeches and training programs have built quite a reputation for entertainment value — with flying plush carrots, interactive learning style, oodles of humor, and plenty of orange attire (not necessarily what the Carrot crew is looking for when they ask, “What’s your management style?”).

Witty, fun, entertaining, and highly educational, The Carrot Culture Group is serious about giving managers all the tools they need to accelerate performance, and having a good time in the process. Offerings from The Carrot Culture Group include:

- Tools for managers
- Case studies
- Online training programs
- Webinars
- Recognition training programs and certifications
- Onboarding training programs and certifications
- Numerous information products, including the books *The Carrot Principle*, *The Invisible Employee*, and *A Carrot A Day*.

*Continued on next page*

*Continued:*  
*Human Acceleration via Carrots*

“We have fun,” says Gappmayer. “It’s the data that should be taken seriously. Interestingly enough, although workplace cultures, norms, and expectations differ immensely across the globe, the impact recognition plays on human performance remains nearly parallel. Recognition worldwide is just as much an accelerator globally as it is in the United States and Canada. It drives behaviors that are linked to employee engagement, motivation, commitment, trust, accountability, and the list continues.”

**Will it work for your company? When will recognition accelerate your performance?**

Purpose-based recognition has been proven to accelerate performance, engage employees, reduce turnover, and boost productivity. Research reveals that recognition is most effective when it meets 5 certain criteria points. It must be Positive, Immediate, Close, Specific, and Shared.

1. **Positive:** Remembering a negative behavior and speaking about how much better a person has become is not positive. The recognition must only detail the positive.
2. **Immediate:** The closer the recognition to the actual performance the better. It shows that you notice now, and pay attention to the present.
3. **Close:** Recognition is best presented in a person’s natural environment of the performance being recognized (at home, school, or in the office) among peers.
4. **Specific:** Recognizing specific behaviors that reinforce key values, goals, or even interests will have the greatest impact on initiating repeat behaviors.
5. **Shared:** Often, recognition comes from the top down. However, recognition that means the most often comes from peers who best understand the circumstances surrounding the person’s performance.



***Want to learn more about this topic?***

***Join us September 24, 2009 for a session with The Carrot Culture Group’s Andrea Gappmayer:***

***8:00-10:15 a.m. Loop location;***

***5:30-8:00 p.m. Suburban location.***

***Watch the CCASTD website for details.***

# Navigating the Job Market

by Margaret Nichols

***It's a whole different job search game out there right now. The best prepared, most strategic and creative marketer will get the job – not necessarily the most qualified candidate.***

The job market today is different than it was ten years ago, or even ten months ago. For one thing, there are fewer jobs available now. And, as you may have guessed, there are many more candidates vying for those openings. To land the job, you need to have the skills and expertise as well as some marketing savvy. Let me get right to the point by highlighting techniques that work.

### **Understand and Showcase Your Strengths.**

Seek out the advice of a job counselor to understand your strengths and how to position them. Leverage some of the available tools. There are a number of great career assessment tools out there such as the Strong Campbell Interest Inventory, The Birkman First Look, the Myers-Briggs Personality Indicator and the 15PF.

Do your homework so you know how to lead with your strengths. Let's say you are a people person with great organizational skills and you can't find a job in the construction industry (where you have worked for 20 years). Continue to lead with your strengths by seeking out a project management position, but look in another line of work or a different industry. Depending on the position or industry you may need to go back to school to get a certificate in Project Management – but it's worth it.

### **Network 'Til You Drop**

So you say to yourself – "I don't know anybody in any industry other than the one I have been working in for the past twenty years." This simply is not true! Think a bit broader. You have friends, neighbors, golf buddies, sports friends, relatives etc. and they all have their own unique "circle of influence". Tap into it! This is not the time to be shy and retiring! Join professional networking sites such as LinkedIn – and just do it!

### **Get Creative**

Get into a potential employer through the back door. Anybody you know who works there can become your "inside coach" and give you a thumbs up or a heads up when they see an opportunity for you.

Try apprenticing as a subject matter expert in your field. Do it free of charge and in return ask them to write you a great letter of recommendation.

Volunteer in an area of interest. It doesn't matter if you have experience – just get in the door and start helping out. Then keep your ears and eyes open. Be ready to seize the day!

### **Ignore Age Discrimination**

If you are doing the three steps above: networking, leading with your strengths and getting creative – then don't get derailed just because an interviewer's face or demeanor changes when they see your experience showing in the waiting room. Many interviewers have been used to interviewing and hiring hire younger workers – this is typically who has been knocking on their door. Guess what – that's changing! You may have to be the first to show them the way.

Your job is to move beyond any initial perceptions and focus on your strengths. Showcase your credentials, experience and your confidence. You can do this if you believe in yourself.

### **This is a Numbers Game**

If you get in front of enough people, at the right level, within a myriad of companies, sooner or later you will get an offer. It's simply the law of averages. Every "no" is getting you closer to your "yes." So work the 80/20 rule and spend 80% of your time doing the 20% of activities that will generate an offer.

### **That's right, 80% of the time you should be:**

- Cold calling – yes, this is a GREAT way to identify opportunities but it demands a thick skin
- Following up with leads within your network
- Meeting with people via interviews, informational meetings, general socializing
- Customizing your resume to the specific position you are applying for
- Creating the best LinkedIn profile you can write
- Researching new opportunities
- Relentlessly following up on interviews based on the fact that you have asked for the next step in the process and you are pursuing it.

If you do all of these things — understand and showcase your talents, network, get creative, ignore age perceptions, you will be well on your way to navigating today's job market. Have confidence and keep at it!



Margaret Nichols, M.A., L.M.H.C., C.P.C. is an Executive Coach and Corporate Trainer. She can be reached at [coaching@att.net](mailto:coaching@att.net).

## SPACE AVAILABLE!!

*Training Today*, the CCASTD quarterly magazine is still accepting advertising. Our audience consists of over 1000 members in the field of workplace learning and performance. We have full page, half page and quarter page ads available.

For more information, contact Venessa Stampnick by phone 847-264-5902 or by email at [admin@ccastd.org](mailto:admin@ccastd.org).

### **Want to get published?**

In addition to ads, we are always looking for articles to educate our members on best practices and actionable ideas in our industry. Article guidelines are available on our website, [www.ccastd.org](http://www.ccastd.org)





# Volunteering to Make a Difference

by Robert Addis

## *Thank you to Jerilyn and Rose for setting a fine example of what can be accomplished in our communities through volunteer efforts!*

The Community Relations team of CCASTD is responsible for providing consultation and training to small not-for-profit organizations in the Chicagoland area. Recently, CCASTD received two requests from the National Multiple Sclerosis Society (NMSS). The first focused on facilitation and motivation for a recognition ceremony. The second request asked for help with board development. We had several members inquire, but the first people to step forward were two very capable women. Each brought her own experience and talents to address the needs of the NMSS.

Jocelyn Cheng, Manger, Volunteer Development wrote the following in praise of our CCASTD volunteers:

“The National Multiple Sclerosis Society-Greater Illinois Chapter needed volunteers to fulfill two distinct projects: a motivational speaker at our Volunteer Recognition Ceremony in October 2008,

and a facilitator/leadership trainer for our junior board member meeting in January 2009. Robert Addis of CCASTD matched our organization’s needs with two volunteers: Jerilyn Willin and Rose Ratliff. We were fortunate that both of them committed to lend their professional skills to our organization.

**Jerilyn Willin** was very professional and accommodating of our needs for a motivational speaker. Her role was to inspire and thank volunteers as well as serve as a moderator at our annual Volunteer Recognition Ceremony. She was well received by the audience. With the delivery of her speech and her assistance during the presentation of the awards, she greatly enhanced the experience of the audience. She provided a service that would have otherwise been cost-prohibitive for our organization to obtain. We are very grateful for Jerilyn’s memorable volunteer contribution.

**Rose Ratliff** was equally as impressive and easy to work with. She took time to understand my organization, the junior board, and the scope of volunteer work. She recommended a leadership workshop curriculum that she tailored to the parameters that I presented. On the day of the workshop, Rose involved all of the attendees with group activities and invoked a lively dialogue among them. She made it a point to help the attendees to gain as much of the key learnings from this workshop as was possible. She also shared a wealth of information in the hand-outs she provided.

The junior board members appreciated Rose’s wisdom and advice and wished the workshop could have been longer. Our organization is thankful for Rose’s contribution to enhance our volunteers’ experiences.”

*For volunteer opportunities or more information, check out the website ([www.ccastd.org](http://www.ccastd.org)) or email Robert Addis ([Robert.Addis@hotmail.com](mailto:Robert.Addis@hotmail.com)).*

**Jerilyn Willin** is a consultant and coach with over twenty years’ experience in the field of performance and organizational development. Moving from a career as a psychotherapist, Jerilyn worked as an internal consultant for more than twelve years before following the call of her entrepreneurial spirit and founding **JWillin Consulting, Ltd.**, in 1996.

Jerilyn’s business focuses on helping individuals, groups, and organizations connect their potential to their business performance. This is accomplished through team effectiveness workshops, leadership development program design/facilitation, performance management system design and one-on-one career strategies coaching. She has created and conducted workshops in presentation skills, behavioral interviewing, and performance management for all levels of employees. In 2005, Jerilyn successfully launched a second coaching service to clients: **From Success to Significance** retirement coaching.

Speaking to groups is a particular joy. Jerilyn has presented to associations such as the Chicago Industrial/Organizational Psychologists, Windy City Writers, National Association of Women Business Owners, the Midwest Society of Professional Consultants and various civic organizations. For more information contact her at [jerilyn@jwillinconsulting.com](mailto:jerilyn@jwillinconsulting.com).

**Rose Ratliff**, founder of **1<sup>st</sup> Mpression** is an independent consultant who collaborates with organizational leaders, sharing proven tactics for creating and sustaining value through strategic alignment, change leadership, talent performance improvement and the integration of a system-wide diversity strategy and its related business principles. Colleagues and clients describe her as powerful, passionate, intelligent, strategic, polished, professional, relentless, compassionate and committed. Her training methodology combines theory and application, which keeps participants informed and engaged throughout her workshop and training sessions. She has 15 plus years experience working with workplace learning and performance, strategic planning, training and facilitation.

Rose has worked with small to medium sized organizations, educational institutions, non-profit and government agencies delivering training and strategic development. She holds professional memberships in Chicagoland Chapter, American Society of Training & Development (CCASTD), where she also serves on the Community Relations Committee, American Society of Training & Development (ASTD), Society for Industrial and Organizational Psychology (SIOP) Society for Human Resource Managers (SHRM) American Educational Research Association (AERA), Association for Supervision and Curriculum Development (ASCD) and the National Psi Chi honor society. Rose teaches as an adjunct instructor at several community colleges throughout the South Suburbs. For more information contact her at [rratliff@firstimpression.com](mailto:rratliff@firstimpression.com).

# CCASTD Board Member Profiles:

## Interviews with Laura Bunte and Terry Bass

### LAURA BUNTE

**TT: Tell us about the organization you work for and give a bit of your background.**

I am the Principal Consultant for the CARA Group. CARA is a consulting firm specializing in custom learning and performance solutions for Fortune 1000 organizations.

I am responsible for consultant and client project support as well as internal business process quality control. I provide CARA's consultants with templates, ID best practices, and am available to lend an ear when a consultant is in the process of designing or developing a corporate learning solution for our clients. I also work closely with CARA's internal staff to help scope client engagements and ensure the most qualified consultants are assigned.

I graduated from Northern Illinois University in 1995 with a Masters Degree in Instructional Technology. My strengths include analysis, curriculum design and management, performance-based learning, knowledge management, information management, and project management.

Prior to joining CARA, I was a training manager at a global medical device manufacturer where I was responsible for U.S. customer training and compliance.

**TT: What is your Title and Role with CCASTD?**

I am currently in my second term as Co-Director of Volunteers. In this capacity, along with my co-director, Lauren Milantoni, I identify and make the first contact with volunteers interested in working with CCASTD.

**TT: If someone was interested in getting involved with what you do, what should they do?**

Go to the CCASTD website (<http://www.ccastd.org/volunteer.aspx>) and complete the volunteer form online. Or contact me directly via email: [laura.bunte@caracorp.com](mailto:laura.bunte@caracorp.com).

**TT: What is the greatest strength of CCASTD?**

CCASTD is one of the oldest and is the largest chapter of ASTD in the world.

We have over 1,000 members and a strong offering of events throughout the year. There's no reason NOT to be involved with CCASTD.

**TT: What do you think is the most pressing issue for professionals in the learning/performance field today?**

Keeping up with the technological advances, such as Second Life and eLearning rapid development tools is difficult with a demanding job. It isn't easy to attend night-time events or online events during the few free hours in a day, but I recommend it.

**TT: What do you do when you are not working?**

I enjoy being with my family, cooking, reading, and practicing hot yoga.

### TERRY BASS

**TT: Tell us about the organization you work for and give a bit of your background.**

Chadons Resources Group —

I'm a Business coach that helps people succeed by coaching, speaking and skill development programs.

**TT: What is your Title and Role with CCASTD?**

VP-Membership — I'm responsible for ensuring members are aware of the outstanding value of CCASTD.

**TT: Why did you want to be on the board?**

To get more involved with CCASTD. It's an

excellent leadership learning opportunity and helps give a great perspective of how to run a large volunteer organization.

**TT: What is the greatest strength of CCASTD?**

Truly our members! We have a depth and range of experiences within this organization that is mind boggling.

**TT: Tell us about one training success you were part of and describe why it worked.**

It is ongoing right now. I am doing workshops for small business entitled *Moving Your Business Forward* which is a vision, goal-setting type of workshop.

I think though that what is resonating right now is the first part of our workshop where we are discussing the economy and how it is affecting our businesses. I present ideas and a different way of looking at what's going on to help remove (or at least reduce) the fear and freeze that a lot of people are experiencing right now so that they CAN move forward.

**TT: What do you do when you are not working?**

Right now, training my new puppy...or she's training me.

Ordinarily, I am an obsessive reader.

# CCASTD Programs June – September 2009

## June 10, Knowledge Transfer: Challenges & Solutions

8:00-10:15 a.m. Roosevelt University, Loop campus  
5:30-8:00 p.m. Roosevelt University, Schaumburg Campus.

**Presenter: Marty Rosenheck, Ph.D., CPT. Chief Learning Strategist, Cedar Interactive.**

*Expert knowledge is leaving organizations through retirement of baby-boomers, downsizing, and turnover. Organizations are grasping for ways to capture the knowledge of experienced professionals before they leave, store that knowledge, and transfer that knowledge to new and existing employees. Research shows that traditional knowledge management practices fall short of capturing the right knowledge, keeping it current, and translating that knowledge into proficient job performance. Learn about: challenges and options for gathering, storing, and transferring expertise; applications of basic engineering techniques to harvest implicit knowledge; a conceptual framework for thinking about knowledge sharing and transfer; and use of Web 2.0 and Social Web tools for knowledge sharing and transfer.*

## June 23, Growing Your Business Through Effective Networking

5:30-8 p.m. Pearson Education — Glenview (Formerly Scott Foresman)

*It is estimated that 70% of jobs are filled through some type of networked contacts. It also has been shown that 65 – 80% of all sales are made through networking. For independent consultants, how much you network and build a relationship with the right people can mean that your business thrives, survives or takes a dive.*

*Join the Independent Consultants Forum as they explore:*

- Why you should be networking (it's more than just finding clients)
- Exactly how networking can effectively fit in the sales process
- A definition for what relationship networking is and isn't
- Tips everyone can use to improve their networking effectiveness
- How to structure your conversation when meeting someone new

## July 11, CPLP Boot Camp

8:30 a.m. – 2:00 p.m. Location T.B.D.

*This half-day workshop is for CPLP candidates preparing for the knowledge-based exam and/or the work product submission — and for the CPLP-curious!*

*Upon completion of this interactive workshop, attendees will be able to:*

- Understand the history, development, and purpose of the Certified Professional in Learning & Performance (CPLP) certification program, including what's in it for them.
- Define the criteria for both the Knowledge-based Exam and Work Product Submission phases.
- Begin to assess one's individual readiness to enter the certification process.
- Implement tips & tricks to successfully pass both phases of the certification program.

## July 13, 8:00-10:00 a.m. Creating Compelling Learning Experiences: Designing Learning and Development in the Experience Economy.

Summit Executive Centre, Michigan Avenue, Chicago

**Presenter: Bob Dean, Vice President, Learning & Talent Development, Heidrick & Struggles; certified Experience Economy expert.**

*Many learners have difficulty citing a transformational learning experience impacting their career or their lives. They can name multiple training programs they have attended, but few, if any, resulted in sustained behavior change. In this session, we will explore how the learning leaders and designers can gain new insight from the principles and models of The Experience Economy, a ground-breaking book focused on customer experiences. Bob Dean, a certified experience economy expert, will share success stories from his work at Heidrick & Struggles. Engage with Bob in exchanging views on 21<sup>st</sup> century learning and development trends.*

## July 23, 5:30-8:00 p.m. Scavenger Hunt/Networking, with Trish Uhl, CCASTD Board Member.

Loop, TBD.

*Summer is the time for sleuthing and informal networking with seriously fun CCASTD colleagues in the mysterious environs of downtown Chicago. Watch the CCASTD website for details.*

## August 19, Chicago eLearning & Technology Showcase

Roosevelt University, Auditorium Building, 430 South Michigan, Avenue, Chicago

*Join us for this celebration of Chicago talent, hosted by CCASTD, STC-Chicago, CISPI and Roosevelt University. Learn the newest and best of what elearning and technology has to offer, with a multitude of examples, demonstrations and explanations for all levels of experience.*

*Invited speakers include:*

- Anna Belyaev, Founder and CEO, Type A Learning
- John Patterson, Director of Business Development, Pixel Brothers Inc.
- Jennifer DeVries, President and Senior Solutions Architect, BlueStreak Learning

## September 24, Carrot Culture Group

8:00 – 10:15 a.m. Loop Location

5:30 – 8:00 p.m. Suburban Location

*Join us for a program with Andrea Gappmayer of the Carrot Culture Group. See the website for more details about this event.*

All dates and information are subject to change. Please check the website ([www.ccastd.org](http://www.ccastd.org)) for more details and updates.

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