

# TRAINING

WINTER 2010



CHICAGOLAND CHAPTER

**ASTD**  
WORKPLACE LEARNING & PERFORMANCE

T O D A Y



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## Letter From the Editor

**A New Year, A New Decade.** Beginning a new year is always a great time to finish out the old and begin something new. This year, being the start of a new decade makes things even more interesting. 2010 will not be a year to disappoint CCASTD members. There are many exciting things planned for this year!

**Looking back:** During our CCASTD Board meeting in December, we looked back at 2009 and highlighted the significant accomplishments of the Chapter. Many thanks go to our outgoing President, Norma Kaplan, for her dedication and leadership!

**Looking ahead:** Deb Pastors, our new President, will lead the way this year in her “can do” style. As one of her first orders of business, she’s announced the 2010 Chapter Theme, “Creating Our Future”.

**ICE in May????** Looming large on the horizon of our near future is ICE!!! **Did you know that the ASTD 2010 International Conference & Exposition will be held here – right in our own back yard?** Held each spring, this **premier event** for workplace learning and performance professionals wel-

comes attendees from more than 70 countries. Our Chapter has the honor of working with National ASTD to run this exciting event. A number of big plans in the works to give all attendees a fabulous Windy City experience. There are many ways to participate in this event – attend the conference to get valuable insight into our industry; volunteer during the conference; write an article for the ICE edition of Training Today – just to name a few. Be sure to check the website (ccastd.org) for more details coming soon.

As always, I invite you to help me find articles and authors that are of interest to you. What do you want to learn about? What do you want to write about? What new ideas or suggestions do you have for Training Today?

I hope your New Year is full of new learning, new initiatives, excitement and good health. Wishing you all the best in 2010!

*Louann*

Louann Swedberg  
Drake Resource Group

# A String of Pearls

by Everett L. Butler



In the orient and other areas, a huge amount of money is earned, marketing something that in its natural state has very little intrinsic value. Often pearls are almost worthless. It takes expert farming, feeding, harvesting and assembling to maximize the value.

Even pearls that are rare, because of their size, color or both, are significantly enhanced by something that costs next to nothing . . . **string**. The string must be colorless, strong, flexible, and light weight. Each pearl must be wed to the string by a hole precisely centered and correctly sized.

The pearls must be beautifully matched in color and expertly arranged on the string by size. A single off color gem or off center hole can ruin the beauty and charm of the all the more perfect elements.

*A string of pearls, expertly assembled are synergistic, creating value that is much greater than the sum of the parts.*

In the Training and Development world, most seasoned practitioners labor to make each and every module blend with and enlarge the value of all other program modules. They invest time and effort to arrange all segments so the learning event has a smooth and meaningful flow. But, with few exceptions, training professionals may not take the time required to use performance influencers as **string**.

In the workplace there is little synergy crafted between: hiring interviews, job orientation, job aids, organizational policy/procedures, business communication, performance appraisals, formal training events, experiential learning activities, job promotions, problem solving/decision making, customer service, resource conservation, etc.

There are three areas that have traditionally lacked adequate emphasis and could serve as **string** to make the sum of the learning experience more synergistic. (See table.)

EMPHASIS	CURRENT SITUATIONS	STRING OPPORTUNITIES
LEARNING READINESS	Pre-Assignments are seldom included, sometimes meaningless, and infrequently completed.	• Help Mangers leverage learning outcomes through brief and easy employee interventions.
LEARNING ATTRITION	Much of what is taught does not transfer into measurable improved performance.	• Identify common Learning Attrition factors. • Determine which factors result in the most Attrition. • Convert Attrition percentages into annual dollar losses.
LEARNING CULTURE	Experiential Learning is rarely integrated into the organizational culture.	• Establish organizational Learning Culture as part of the initial worker contact. • Grow Learning Culture through worker recognition and motivation. • Use Learning Culture as an extension of every structured training event.

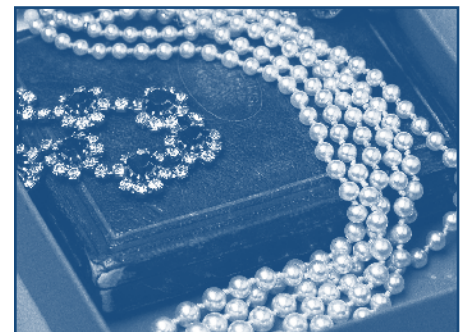
What if learning professionals worked to craft learning events so that they worked together to produce a whole being greater than the sum of the parts? What if all components were expertly **strung** together to create a synergistic outcome? Here are some questions to think about when planning your next event:

- Do programs or learning events delivered include a *Learning Readiness string* to other programs scheduled for a later time?
- Do promotional announcements and publications contain any **string** that causes participants to achieve a high level of *Learning Transfer* for the event topic?
- Do program handouts illustrate *Leverage Opportunities strings* that can be applied generically?
- Do surveys get developed to get a handle on *Learning Attrition* causes and the **strings** needed to minimize the related annual dollar losses?
- Do we have any plans to share **string** considerations with those who attend ICE?

If learning organizations are to achieve their visions, each officer, member, author, presenter, guest ... **could** ... no **should** ... no **MUST** increase their understanding, interest, and responsibility for the appropriate application of **string**!

Learning professionals can take a leadership role in causing training and development events to become more than just the sum of the parts.

*The question is, will we offer learners a few semi-precious gems or will we offer them A String of Pearls?*



Everett L. Butler is currently Senior Partner with Leveraged Learning Labs LLC. This firm provides professional services to organizations who are seeking to get more return from their Training and Development efforts. Everett has several decades of experience, working as a consultant with organizations of all sizes. His approach is to freely share ideas, and charges for efforts to integrate such innovations into practical applications. Contact Everett at: butler.el@gmail.com or (847) 259-4413.



# Presentation Aesthetics

by Joelyne Marshall



*When budgets tighten, trainers look for ways to increase engagement without adding to the bottom line. Slide show presentations, commonly known as power points, are frequently used due to their ease of setup, quick access, and low cost.*

Though presentations provide information, poorly developed slide shows miss the mark in effectively gaining the attention of the audience. We have all struggled through training sessions controlled by slides with too much text, unrelated clip art, or other useless distractions.

The slides must reinforce, not overshadow the presenter. Slide shows are not designed to stand alone, but work as a roadmap, with the presenter, guiding the audience along through the content, engaged in learning along the way.

Basic aesthetic and design skills can benefit your audience. Regardless of your experience in design, you can create powerful presentations that are effective visual reinforcements of your training content. Below are six pointers to help guide you in designing an aesthetically appealing slide presentation.

## Six Aesthetic Absolutes for Slide Presentations

### 1. LIMIT WORDS

Paragraphs of text are an absolute no. Too much text causes the audience to read the mountain of words on the screen and ignore you as the presenter. When participants indicate that they do not have enough time to read the slides, you have put too much information on them. If this happens, your spoken words lose impact.

When the presenter advances the slide before participants have finished reading the text, viewers become frustrated and may mentally “check out”. Limiting copy on a slide allows the presenter to advance slides at a reasonable pace that supports his or her delivery of the content. The text on the slides should provide a snapshot of the topic.

Slide information should be listed in

an organized format such as an outline or bullets (see below). Text should be in short phrases, or better yet, single words. When done correctly, each slide provides a brief roadmap guiding the audience along with your content. Short phrases with fewer words allow the presenter to expound on the topic highlighted on the active slide. This reinforces the need for the audience to pay attention to you — the presenter.

### 6 Aesthetic Absolutes

1. Limit Words
2. Limit Colors
3. Limit Fonts
4. Pictures are Powerful
5. Readable Charts
6. Open Areas

### 2. LIMIT COLORS

The multitude of colors available provides us with too many options. Incorporating too many colors is a visual challenge for the viewer. They will be wondering: “What do I pay attention to? Where do I look at first?”

Using more than five colors throws too much stimulation at the audience. The colors compete with each other and force the viewer’s eyes to constantly move looking for a place to rest. This rapid movement reduces visual comprehension.

Limiting the color palette to three to five colors provides boundaries for a presentation’s design aesthetics. Within that color palette, assign specific colors for headers, text, background area, etc. Using the colors purposefully provides familiarity for your audience which helps them acclimate sooner to the content. Be sure to keep the colors consistent throughout the slide show.

Use a color of text that works with the background color of the slides. If a dark background color is used, select a light color for the copy. Do the opposite if a light background is used (use a dark text color).

### 3. LIMIT FONTS

Consistency with fonts is also important to help keep the audience focused. It is best to select three fonts: one for the title, one for the section headers, and one for the body or bullets. Limiting to three fonts will give the viewer’s eyes a sense of familiarity as they follow along from slide to slide.

When selecting your fonts, keep them within the same font family, such as Franklin Gothic Bold, Franklin Gothic Condensed, and Franklin Gothic. A good rule of thumb is to use simple fonts- those without scrolls, curves, or fancy edges. Ideally, san-serif fonts (the letters do not have feet) are best for presentations. Arial is always a good standard font to use.

### 4. PICTURES ARE POWERFUL

Allow pictures to speak for themselves. A single image can strongly reinforce what you are stating – eliminating the need for any text on a slide. Too many pictures can cause participants to question what they should be looking at and focusing on.

When selecting images, make sure they relate to the content you are presenting. Always select simple images that enhance the content not distract from it. Your audience should not ask, “What is that in the background?” Background images should act as a light layer behind your copy or images.

When considering the background area, a detailed, ornate image will distract

*Continued on next page*

from the text on the slide. Select something simple as a background. Often, a solid color provides the most effective backdrop for a presentation.



## 5. READABLE GRAPHS AND CHARTS

Too often we see information shared in chart form with every last tidbit of information on a single slide.

Many times the charts used as part of a presentation contain more than ten columns and rows. If this is the case, the information – the chart itself – should be broken up into smaller chunks of information on several slides. This provides the viewer a chance to digest the data and also allows the presenter to speak to the chart's information in smaller portions guiding the audience along.

To facilitate the comprehension of a detailed chart or spreadsheet, use a handout to share the entire chart. The handout will reinforce the small sections the presenter is focusing on during the devoted slides in the presentation. This allows the viewers to see the full picture, while the presenter highlights smaller elements.

## 6. OPEN AREAS

Be discerning about the amount of content on each slide. Do not allow the content, text or pictures, to cover the entire slide. Assign an open border around the edge of the slide to provide a place for the viewer's eye to rest before moving onto the next occupied area. This resting place reinforces retention, giving the viewer a chance to take in the content, information and process the message.

If concepts are complex, devote one slide (or more depending on the slide's complexity) to the content. Think of your presentation as a puzzle with each slide a piece that works together with the next to complete the puzzle as a whole.

Slides using the above aesthetic points above prompts the presenter, and audience, using few words, a short phrase, or even a single word or image.

Another tip to keep in mind is to avoid reading the slides to the audience. The slides should provide the audience with a path to follow as the presenter fills in the blanks. If each slide in a


presentation contained all the words that a presenter will speak, why not just provide the audience printed note pages of the slides? Why present at all?

When developing your next slide show presentation, I recommend the following approach:

- Create a master slide (and a master title slide)
- Use no more than 5 colors
- Use no more than 3 fonts
- Add the presentation content
- Add images that reinforce the content, as needed
- Go back in and edit – delete text by simplifying copy
- Go back in and edit again – delete more text continually working to simplify the slides
- Always think “less is more”

Remember the audience is there to hear, see, and learn from you. You are the main attraction, not your slide show!

*Joelyne Marshall is the Director of Learning and Development at BCI Acrylic Bath Systems where she manages the training function for internal staff, dealers, and franchise partners. She earned a Bachelors of Fine Arts from Northern Illinois University and a Masters in Business Administration with an emphasis in Training and Development from Roosevelt University. She is also the Co-Director for CCASTD's WLPI after participated as the intern and completing the seven-week educational program. Joelyne has over ten years of training and development experience, as well as eight years within the franchise industry. Joelyne can be contacted at: Jmmarshall36@gmail.com.*

  
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# The Global Talent Showdown

## An Interview with Ed Gordon

by Renie McClay

**Ed Gordon is a workforce futurist. His book, “Winning the Global Talent Showdown” tells about world-wide labor shortages and how companies and countries can address the problem.**

I had the opportunity to see Ed give the keynote at the 23<sup>rd</sup> Annual Economic Outlook Symposium on this topic. I found the talk to be enlightening and relevant to our industry. He identified very specific issues that must be addressed in order to prepare the workforce for the future needs. He agreed to be interviewed and share insights for the L&D community based on his research and experiences. Here are the highlights of this interview.

**In your book, “Winning the Global Talent Showdown” you say the labor market is entering a new “Cyber-Mental Age”. Can you describe this?**

We are moving from the Computer Age, to the Cyber Age. The Cyber-Mental Age is hyper high-technology time and will affect a broader range of people. The World Future Society predicts we will see new break throughs in products and services driven by technology in the next 10 years that will equal the changes of the last 50 years. It is a new talent era and is now a knowledge economy. Sixty-two percent of all jobs will require a 4-year degree, technical certificate, or apprenticeship. There will be less need for semi-skilled or non-skilled labor. This is not just in the US but will affect the whole world.

**Can you describe the technology paradox, people paradox, and globalization paradox and tell us why this is so important in explaining the job picture for the next decade?**

**Technology paradox:** While in some respects technology is making things simpler, in other ways it is increasing the complexity and breadth of scientific and technical knowledge. Good paying jobs will require more of this knowledge and analytical skills as well as knowing how to use technology better for innovation in new products and services. The “Knowledge Technologist” will drive the economy. Consultants, writers, and trainers will need more training and education. Career preparation that takes place in schools is out-of-date particularly in the areas of science and math.

**People paradox:** There are 2 major issues. First, as boomers leave the workforce, companies will be recruiting Generation Xers for management positions, but they have a different outlook on work-life balance that boomers do. Xers are all about life balance – for example, Moms want time with kids, flexible schedules, and job sharing until kids are in school. Companies will need to address these work-life balance issues to retain good employees.

Second, literacy is declining, test scores have flat lined, and dropouts are increasing. Scanning the web, sitting thru e-learning courses, using Facebook, and other similar activities tend not to increase the depth of reading comprehension that produces the critical competencies needed for better-paying jobs. Blended learning approaches (which include a variety of learning modes and interaction types) yield the best results for most people. For the first time in the history of America, the following generation is less educated for the emerging world of work than the previous generation was.



Edward E. Gordon is an internationally recognized writer, researcher, speaker, and consultant on the future of America's and the world's workforce. He is president of Imperial Consulting in Chicago and Palm Desert, California.

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Among his many books Ed has written a broad range of business titles including **Winning the Global Talent Showdown**, **The 2010 Meltdown: Solving the Impending Jobs Crisis, Skills Wars, and FutureWork**. Contact Ed at [imperialcorp@juno.com](mailto:imperialcorp@juno.com).



**Globalization paradox:** Even in this time of record unemployment, many countries have vacant positions mainly in STEM (science, technology, engineering and mathematics) occupations. While there are thousands of engineering grads in China and India, many have received an inferior education that does not qualify them to work in international businesses. In the United States, H1-B Visas have been used in the past to recruit the best and brightest from these and other nations. In previous years, all of these slots had filled in one or two days. In 2009, there were still visa slots available. More graduates are deciding to return to their home country. Additionally, Europeans are also going after the same talent pool that the US is.

These paradoxes add up to a significant global talent shortage. The bottom line is that the current system to educate new workers is broken and the result is a

*Continued on next page*



Continued:  
*The Global Talent Showdown*

large shortage of talent (skilled workers) in many industries. This situation will only worsen if not addressed.

### **What are some labor solutions companies can turn to?**

The education to employment system is broken because it isn't adequately preparing our workforce. This problem is threatening the viability of the US workforce. Many jobs are at stake for the middle class. Ed foresees the following: ***"I predict unemployment figures will continue to rise because of high school dropouts and people with a high school degree but nothing else to help them enter the work force."***

Organizations need to get away from focusing solely on quarterly earnings and start managing for long term results. *The key to the next decade is going to be in-*

*novation and sustainability.* Companies need to innovate with new products and new services to survive. They will need strategies to recruit and KEEP their talent. This will include not only managing knowledge, but creating knowledge. Simple e-learning and tuition reimbursement strategies will not be enough to retain talent.

### **What can Learning and Development professionals do to help companies address this problem?**

The training function is a key to the solution. Learning and Development professionals who help revitalize the talent creation systems will also help resurrect the L&D industry. L&D leaders need to grasp and implement the concept of lifelong learning in their companies to prepare employees for sustained employment. In-

novation, performance, and productivity are all supported by strengthening the critical thinking skills of workers.

To provide the learning and development needed, Ed also recommend L&D professionals join the Community Based Organizations (CBOs are partnerships among business, educators, and other groups to rebuild the jobs pipeline by re-inventing local education-to employment systems.). These groups also support re-training workers, providing information on in-demand careers and the education and training needed for them. Some local examples of successful CBOs include the Chicago Manufacturing Renaissance Council and Renaissance 2010. The goal of Renaissance 2010 is to create 60 career academies throughout the Chicago area.

*Renie McClay and Inspired Learning focuses on helping companies to design and deliver solutions for improved productivity. Specialties include improving creativity and innovation and improved sales effectiveness. Renie is the author of the recent book, 10 Steps to Successful Teams, ASTD Press.*



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# The Secret to Influential Communication May Surprise You!

by David Lewis

Whether pitching a new marketing campaign to a room full of executives, negotiating a ground breaking deal, or motivating a team of sales reps, one thing is always true: those who are the most engaging are usually the most influential, and ultimately the most successful. The question is: **what does it take to become an engaging and influential communicator?** The secret can be found within the world of the professional actor.

The tool actors use to influence their audience is a key component of their delivery. More specifically, the secret to success for actors and to influential communication is the purpose behind their words: **INTENTION.**

An actor often re-writes his entire script with the “subtext” of every line he is to speak. This helps to identify the intention for delivering each line. A great actor with

an awful script can influence the audience and box office enough to earn hundreds of millions of dollars. Conversely, a great script with poor acting can ensure that film never makes it past the critics. Why is that? Those who engage us influence us to care more deeply about their words, regardless of what those words are.

In the corporate world, audience members do not always realize the importance of why they are listening to us, and consequently they may not take away what we would like. Why? Because we did not convey our message with a strong **intention.** It is up to you to help them understand why the message you are delivering is important to them. To do that, you need to determine what you want your audience to get out of

the meeting and then focus on that **intention.** If you are selling to a prospective client, and you say, “This is the most revolutionary program in the history of accounting software,” then you need to use conviction in your voice and body language to deliver that message along with the **intention** “to excite” or “to empower.” While your goal is to sell the software, your means to do so is in your **intention.** “If I *excite* them, they will buy.” “If I *reassure* them, they will no longer object.”

A strong **intention** is the key to engaging an audience and influencing a successful response to your message. If you can learn how to do that, you will maximize your opportunities to reach your goal, which is the same goal as an actor: to leave the audience engaged and excited about what they’ve experienced.

*David Lewis is co-Founder of Pinnacle Performance Company, a global training firm that uses professional actors to teach performance based communication skills to the corporate world. You can learn more about them at [www.pinper.com](http://www.pinper.com).*



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# For Female Presenters: How to Change Your Habits and Avoid Common Traps

by Cyndi Maxey



*Women work harder to influence others in front of groups, and in spite of it, they fall into common traps in how they use language and structure their presentations. These traps are often habits that can easily be corrected with awareness, practice, and feedback. Here are four ways to adjust your mindset and your language when you're speaking or training in front of a group: be certain, paint the big picture, be firm and be vocally persuasive.*

## CERTAIN VS. TENTATIVE

Women are frequently heard using language like this:

*"We kind of need to get going on this project."*

*"There are, like, too many, y'know, of these on the front burner."*

*"How would you sort of like to proceed?"*

*"I really don't think this will get us where we are trying to go."*

Now, imagine the difference when you speak with confidence and authority:

*"We need to move on this now."*

*"We have to make a priority decision."*

*"Our next step should be..."*

*"This doesn't fulfill our goal."*

***In order to be taken seriously, think before you speak, and speak with certainty. "Like," "umm," "kind of," and "sort of" scream insecurity, not influence.***

## BIG PICTURE VS. DETAIL

Don't get lost in the gathering and detailing process. Begin with facts and data, but take that one step further and carefully engage your audience by using metaphors, mental pictures, and thoughtful images to piece the message together. For example, a new sales strategy could

be described as a six-step "workout"; customer focus might be visualized with digital photos; a new benefits plan could be analogous to maintaining a healthy environment or lawn. If you hike or jog, you could convey the sensation of adrenalin flowing to a step in the change process. Visual images help your audience see the big picture more clearly.

## FIRM VS. FORCED

You don't need to become "one of the guys." Be yourself, stay on message, and remain confident. Be ready to articulate the issues well. If you have the time and access to your audience, conduct brief phone interviews prior to your presentation. You might even reference these conversations in your presentation for greater credibility. Liberally affirm the general intention and work of the audience or the initiative. Women are very natural at doing this: *"While this is a difficult time we're going through, it's clear that this team has the right attitude. I can see it in your reactions to the data today and I hear it in your project reports."*

## PERSUASIVE VS. DISTRACTING

The female voice can be one of the most persuasive instruments on the planet — or it can be one of the most grating and distracting. In essence, every woman's natural voice is beautiful; it just gets cor-

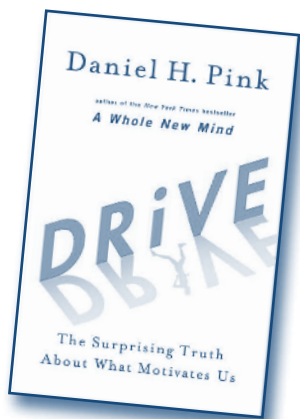
roded with bad habits along the way. Those habits may include inadequate breathing, poor use of the vocal apparatus (lips, tongue, teeth), ineffective pitch and tone, or lazy projection of volume, to name a few. These habits are often heightened when presenting.

## To maximize your female voice:

1. **Record it often.** Audio is a speaker's best learning tool.
2. **Use a microphone to enhance it.** Never say no to a "mic" in general, especially if the acoustics are poor or if you are speaking to a group of more than 50 people.
3. **Deepen it.** Most women benefit from thinking down scale a bit. Practice finding the range of your voice by counting to ten from low to high pitch. Be aware of the middle or comfortable pitch you naturally have.
4. **Use your "standing voice" when you want to have impact.** Whether sitting or standing, support your breathing and project your volume so that all or even one can hear.

Never underestimate the career-building potential of your presentations at meetings — even seemingly mundane regular meetings. Consider everything you say an opportunity to make a powerful impression.

*Cyndi, a veteran speaker and CCASTD volunteer and member, will be presenting "Speak Up and Stand Out! Finding your Influential Voice" on February 18, 2010 for CCASTD at two locations. Her book, **Speak Up! A Woman's Guide to Presenting Like a Pro** (St. Martin's Press/2008) coauthored with Kevin E. O'Connor, will be available for purchase. Contact her at [www.cyndimaxey.com](http://www.cyndimaxey.com).*



# Drive

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## Dan Pink's New Book

by FC Expert Blogger Seth Kahan

*The short review: buy this book now, read it, talk about it with others, and pass it on. Get it here, **Drive: The Surprising Truth About What Motivates Us.***

The longer version: I have known Dan Pink just over seven years. In 2002 we were both designated by the Center for Association Leadership as Visionaries. As a result, we spent a little time together addressing executives and met for coffee a couple of times. It has been a pleasure to watch him take the world stage through his writing and speaking. It's been a win-win-win: his audience enjoys it, he deserves it, and the world needs it.

His first best-seller, ***Free Agent Nation: the Future of Working for Yourself***, alerted us to the decline of the Organization Man and brought us face-to-face with the replacement model: people of all stripes striking out on their own, forging their destiny along with their income. He spotted this trend years ago, wrote about it in 2002. It remains relevant and an excellent read.

In 2006 he gave us, ***A Whole New Mind: Why Right-Brainers Will Rule the World***. This runaway best seller (WSJ, NYT, Washington Post, BusinessWeek) describes the new world that is rising up around us along with the core traits of the creative personalities who are today's most successful activists, entrepreneurs, economists, trend spotters, and provocateurs.

Just a few days ago he released the next in his series of culture-changing books. It is

another jewel. In ***Drive*** he has taken on the essence of human nature and pointed us toward what really works, which is not what is mostly put into widespread practice. Further, if we pay attention to what Pink has found and relayed, we may just have a shot at the creativity and motivation necessary to address the world's toughest problems.

Here is what is remarkable about Pink: he does his homework impeccably and then writes about what he discovers in ways that have the power to transform how we act. Most important, he does this in entertaining and provocative ways. This means he actually has a good chance of reaching many people and changing the way things are done, improving widespread results. Pink is a social activist par excellence. ***Drive*** does not disappoint.

As I write this, I am literally sitting in an aisle of ***Politics & Prose*** in Washington, DC, where Dan is speaking to a standing room only crowd. It is the local stop on his ambitious book tour. The crowd is sprinkled with Washington movers and shakers, some of our regional intellectual treasures. Jeneanne Rae, standing next to me, raises her hand and asks Dan, "How many people in the world today are living in work systems or relationship systems that are in healthily motivating systems, where they are fostering their bliss?"

He answers, "It's hard to say, but data

recently came out that says 55% of people are dissatisfied at work. One of the things we know is that traditional management is very good at getting compliance, but terrible at getting engagement. It is interesting to note that while we see engagement plummeting in the workplace, we see that it is rising elsewhere, for example, in volunteer activities."

As he fields questions, one example after another tumbles out of his mouth. Each is both startling in its simplicity, yet powerful in impact. He is ripe, ready to share his discoveries.

Pink says tonight, "There is this notion out there that human beings are essentially lumps, that if we didn't have carrots and sticks, we would sit around doing nothing. I don't believe that. That is not human nature. We are active and curious right out of the box.

"If we go back to our nature, we will do more extraordinary things - if we could tap this at work, we could fill our lives and our world with exceptional achievement. More and more successful companies are not only profit maximizers, they are purpose maximizers! This is the kind of thing that can make this world better."

Pink is right. That is what will happen... after everyone reads his book. So, what are you waiting for?

*\* This book review is reprinted with permission. It originally appeared in **Fast Company**, January 2010.*



Seth Kahan has consulted for leaders in over 50 world-class organizations that include Shell, World Bank, Peace Corps, Marriott, Prudential, Project Management Institute, and NASA. His next book, ***Getting Change Right: How Leaders Transform Organizations from the Inside Out***, will be published in May 2010. Visit his other blogs, [GettingChangeRight.com](http://GettingChangeRight.com), helping leaders with change, and [FreelanceFortune.com](http://FreelanceFortune.com) for techniques on how to succeed as a free agent. Read him in the Washington Post On Success. Follow Seth on Twitter and learn more about Seth's consulting at [VisionaryLeadership.com](http://VisionaryLeadership.com).

# Upcoming CCASTD Programs

**Thursday, February 18, 2010:**

## **Speak UP and Stand OUT: Finding Your Influential Voice**

8:30 AM: Elephant & Castle, 111 W Adams St. Chicago

6 PM: Roosevelt University, Schaumburg

**Cost:** Members \$30, Alliance members \$30, Non-members \$40, Students \$20

**Late Registrations:** (after February 16) add \$10

In this interactive session, Cyndi Maxey, an expert trainer, speaker and coach, will guide you to be more influential and powerful in your presentations. Maxey, author of "Speak Up! A Woman's Guide To Presenting Like a Pro," will enlighten women on how to overcome common traps they fall into and to design a message that is simple and clear while maximizing their female strengths. Men are also encouraged to attend to participate in uncovering a better understanding of gender differences in presentation styles and how they can be embraced or overcome to put all employees at the greatest advantage during their next professional presentation.



## **Save the Date!**

**ASTD 2010 International Conference and Exposition**

May 16-19, 2010 Chicago, Illinois, USA

All dates and information are subject to change.

Please check the website ([www.ccastd.org](http://www.ccastd.org)) for more details and updates.

## **CCASTD**

Alliance Organizations

### **ACPI**

Association of Career Professionals International:  
[www.acpinternational.org](http://www.acpinternational.org)

### **CCASTD**

Chicago Chapter of the American Society for  
Training & Development: [www.ccastd.org](http://www.ccastd.org)

### **CCF**

Chicago Coach Federation: [www.chicagocoaches.com](http://www.chicagocoaches.com)

### **CISPI**

Chicago Chapter of the International Society for  
Performance Improvement: [www.cispi.com](http://www.cispi.com)

### **CODIC**

Chicago Organizational Development Institute  
Chapter: [www.codic.us](http://www.codic.us)

### **NSA-IL**

National Speakers Association-Illinois: [www.nsa-il.org](http://www.nsa-il.org)

### **ODNC**

Organization Development Network-Chicago:  
[www.odnetwork.org/odnc](http://www.odnetwork.org/odnc)

### **STC**

Society for Technical Communication:  
[www.stc-chicago.org](http://www.stc-chicago.org)

## **The ASTD International Conference (ICE) is coming to Chicago in May, and we need YOUR help.**

Consider volunteering your time to help at the Conference. A Volunteer Database Tool will help you review the opportunities available and provide a way to indicate your volunteer preferences. Watch the CCASTD website in the next few weeks for the launch of this exciting tool!

CCASTD is going all out to host this year's Conference and will be providing some great giveaways at ICE and other upcoming CCASTD events. Don't be left in the cold – come join us! Check out [ccastd.org](http://ccastd.org) for more details!





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