ATD

MADISON AREA CHAPTER
Association for Talent Development

ATD-MAC Member Mentors Emerging Talent Development Professionals in Madison

by Travis Ramage

I recently entered into the field of talent development after being in academic services in higher education for the past 15+ years. I was looking for an opportunity to create a professional network in my new found career as well as a way to keep my hands in higher education. I thought what better way to create this balance than joining ATD-MAC and volunteering as a member of the chapter to be a mentor for the ATD-UW Madison Student Interest Group.

I am looking forward to being a mentor for the group . . . and having the opportunity to share my own personal career and professional development experience with their members.

I attended the student group's first meeting of the semester on February 20 and met over a dozen up-and-coming young professionals interested in learning about the role of training and development in successful organizations, gaining networking opportunities with other students and professionals in the field, and enhancing their knowledge and skills on the subject of talent development. The students represented a variety of majors from Business and Accounting to Animal Science and Comparative Literature. They currently have two Co-Presidents leading the group, Morgan Scrobel (Senior, Life Sciences Communication) and Billy Boutelle (Junior, Community and Non-Profit Leadership), along with a VP of Finance and Secretary.

The group meets twice a month with a featured topic or speaker for each meeting. They charge a minimal fee of $25/semester for dues which goes towards providing a treat at each meeting from ice cream to pizza. Below is a list of topics and speakers for this semester:

- February 20 Mentoring: Jacob Burris, ATD-MAC Chapter President
- March 6 Needs Assessment : Julie Kovalaske, UW Madison Talent Management
- March 13 StrengthsFinder: Mary Hoddy, UW Madison Administration
- April 3 Talent Development in Health Care : Jenn Stangl, ATD-MAC Chapter President-Elect
- April 21 Team Building Activity, TBD
- May 1 Networking Event, TBD

I am looking forward to being a mentor for the group to guide them in selecting topics and speakers for their meetings and having the opportunity to share my own personal career and professional development experience with their members.

If you are interested in volunteering as an ATD SIG speaker, please contact Travis through admin@atdmac.org

Check out the redesigned ATD-MAC website

*Register for sessions
Get exclusive content
Follow our social media buzz*

atdmac.org

Save the Date!
Upcoming 2017 Programs

THIS WEEK!

**Thursday, April 20th
1:30-4:00 PM
Coaching**
*with Brandi Davis
Location: M3 Insurance, 828 John Nolan Dr.*

Click to REGISTER NOW!

Coaching and leading are not the same thing. Coaching requires a set of skills and emotional intelligence that not all leaders possess. While leadership requires skills associated with vision and strategic planning, coaching relies heavily on our personal and interpersonal skills to achieve the results you want. This session will discuss the differences between a leader and a coach and offer insights on how to be a better coach today.

**Thursday, May 11th
1:30-4:00 PM
Building Resiliency Quotient**
*with Joan Loshek
Location: Findorff*

Click to REGISTER NOW!

In this session, participants begin their exploration by reviewing the definition of resiliency and then identifying the five beliefs and behaviors resilient people share. Then, participants will dive deep into the three behaviors resilient people demonstrate: purpose, support, and self-care. Finally, the session closes with an activity to help participants boost the behavior part of their resiliency quotient and help others do it too.

**Thursday, June 15th
Using High Leverage for Lasting Cultural Change**
*with Jeff Russell
Location: Findorff*

**July
Summer Social Event**
More information to come!!

**Thursday, August 17th
Creative Culturally Diverse Instructional Design – A Case Study from Jordan**
*with Deb Laurel
Location: M3 Insurance*

**Thursday, October 19th
Managing a Learning Department**
*with Sue O'Hara
Location: UW Health, AOB*

**Thursday, November 16th
Leading Virtual Team Live Session**
*with Lee Johnson
Location: UW Health, AOB*

**Thursday, December 14th
Authenticity in Teams**
*with Roger Wolkoff
Location: Findorff*

#TrendingMAC

Identifying the Gray:
Perspectives on where Learning Development ends and Organizational Development Begins

by Erin Lavery

As Organizational Development takes center stage in Human Resource Development (HRD) research, **the gray area between Learning Development (LD) and Organizational Development (OD) continues to grow**. According to a study conducted by Warrick in 2005, the most commonly referenced definition of OD is that of Richard Beckhard which posits that "**OD is a planned and collaborative process for understanding, developing, and changing organizations to improve their health, effectiveness, and self-renewing capabilities**" (as cited in Gohil and Deshpande, 2014, p. 221). And yet, this definition clearly shows overlap between OD and LD functions, goals, and scope.

Three main approaches concerning the intersection of OD and LD are beginning to emerge in the literature as well as in practice.

1. OD and LD should remain separate

Some organizations are clearly dividing all OD and LD functions. Researched by Gohil and Deshpande (2014), propose that "OD and HR should not be housed together as HR could be a force against the change that OD is mandated to realize" (Gohil and Deshpande, 2014, p. 226). This approach requires an organizational structure in which OD work reports directly to senior leadership. OD practitioners then direct HR and LD functions with organizational-level initiatives as they come. Because of the strong dependence on a specific organizational structure, this approach is not often feasible and still creates confusion between the functions.

> *"In an effort to remain strategically relevant we must challenge ourselves as professionals to continue researching and utilizing OD practices in our approach to development."*

2. All OD work should be housed within LD

Other theorists believe that OD work should be housed completely within the LD function. This theory, put forward by Cunningham (2008) states that OD completed through LD "recognizes the need for holistic and system-wide interventions that focus on integration and collaboration" (Cunningham, 2013, p. 6). The problem, however, comes when LD's organizational scope has the capacity to impact people, but not organizational process. In these types of organizations, LD often functions to provide the development to assist employees in psychologically or technically dealing with system changes, but does not have the authority to actually direct and project manage the structural or system changes themselves.

3. OD intersects but is not encompassed by any area of HRD

Sean O'Toole posited that LD, OD, HRD, and all functions with HR all intersect with OD, but do not individually encompass all of OD. O'Toole wrote, "The role of the OD operative is not only analysis, design, and delivery (the traditional province of learning & development). The focus of OD is also the system or organization as a whole and working with teams or groups on interdependencies, systems, and cultures" (O'Toole, 2010, p. 424). That is, the theory believes that all LD and HR functions bring something unique to OD practices in the organization and intersect with different parts of OD theory. In analyzing OD this way, it becomes clear that OD is yet another tool or approach which all areas of HRD can use to optimize system and organizational approaches to change.

In the end, I would argue that **any approach to differentiating between OD and LD is completely dependent upon the structure and strategy of the organization at a given period in time**. This means that OD may function separately for some projects, while in others LD must be up to the task of bringing OD work forward for the organization. While it would be convenient to clearly delineate the responsibility of LD versus OD, **I believe our agility as LD professionals lies in our readiness to adapt to whatever a situation requires**. In an effort to remain strategically relevant we must challenge ourselves as professionals to continue researching and utilizing OD practices in our approach to development. In this way, OD becomes another tool in our toolkit rather than a conspicuously defined separate function.

Cunningham, I. (2013). Good organization development beats bad talent management – it's the system not just the person. *Development and Learning in Organizations: An International Journal, 27*(6), 5-6.

Gohil, S., & Deshpande, P. (2014). A Framework to Map a Practice as Organization Development. *Procedia Economics and Finance, 11*, 218-229.

O'Toole, S. (2010). Training, L&D, OD, HRD -- What's in a name? *Australian Journal of Adult Learning, 50*(2), 419-426.

10 Rules of Visual Design
by Marc DeCarli

Picture these three numbers: 11, 50, 1/3.
What do they have in common? As it turns out, a lot.

According to Britanica.com, the **human body sends 11 million bits per second to the brain for processing**, yet the **conscious mind seems to be able to process only 50 bits per second**. What about 1/3? Well, according to Chad Neumann, Training Consultant, ATD-MAC member, and presenter at our February event: Using PowerPoint to Makes Presentations Shine, the **"rule of thirds" is a basic visual design concept commonly used in photography**.

During the event on February, Chad schooled coached attendees on how the brain works, and how to use basic visual design concepts to increase the effectiveness of our presentations. Here are **The Top 10 Rules of Visual Design** that Chad imparted on us that afternoon.

1. PowerPoint is **visual media**, not a teleprompter or a textual document
2. Use **size 18 font or larger,** especially if it's being recorded or presented virtually
3. **Remove clutter** and crop images for any unnecessary elements
4. **Go visual**
5. **Use space**, make images that "bleed off the edges"
6. Keep your **slides balanced,** use the "rule of thirds"
7. Use **different but complimentary** colors and fonts to add contrast
8. Keep your use of **colors and fonts limited**, and the theme consistent
9. **Align your content** horizontally and vertically
10. **Play with proximity** of your visual content in relation to one another for added visual impact (ex. distance, scale)

If you are looking to up your PowerPoint game and make your presentations shine, implement a few of the 10 design concepts listed above. Also check out www.thinkoutsidetheslide.com, Presentation Zen, and Slide:ology.
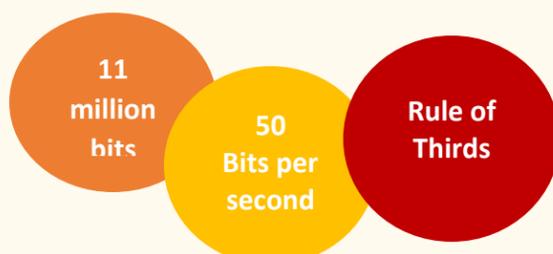
Membership Messages

Member Spotlight:
Steve Caldwell
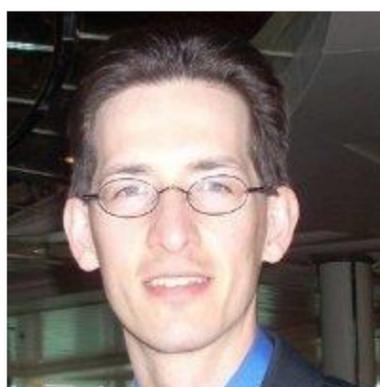
I have been a member of the Madison ATD chapter for about 1.5 years, but I have been involved with training and human performance projects for many years. One of my first introductions to the field was a project I worked on in 2003. I worked with a Quality Assurance group and an Engineering group to solve their inherent differences so they could work together towards a common cause. That project peaked my interest in human dynamics, resulting in a shift in my career focus.

Over the years I have had the opportunity to help businesses solve a variety of problems. What kinds of problems? Everything ranging from human performance to scientific / engineering problems. What I have learned over my 20 years of working is that solving problems is really a process, not an endpoint. Regardless of the problem, all issues can essentially be boiled down to key elements. Those key elements should be the main focus of an effort or initiative. During this process, I help organizations and groups identify their strengths so they can design effective solutions to their problems.

I am currently serving as the VP of Membership for the ATD Madison chapter. I hope to meet all of you at some point at a chapter event.

New and Returning Members:

Suzanne Harmelink
Jane Laufenberg
Donna Magdalina
Julie McCarthy
Steven McDonald
Molly Placke Silver
Paula Rauenbuehler
Angie Roach
Sara Ryan
Jennifer Schwede
Linda Thompson
Susan Thomson
Juliah Bornick
Ryan Anderson
Stacy Argue
Diane Hamilton
Jean Anderson
Andrea Meade, CPLP
Starla Bremel
Whitney Wilke
Linda Hedenblad
Nikki Andrews
Rachel Eggers
Amy Esry
Amanda Morgan
Kimberly Sprecher
Kristi Hittner
Nan Pum
Kim Schultz

Members Wanted

Do you know someone who would benefit from membership in ATD-MAC? If so, please forward this newsletter or share ATD-MAC's social media profiles so they can get a feel for what we do and what we can offer!

atd ChIP
chapter incentive program

Don't Forget! You can support your Chapter any time you order anything from national ATD by entering the ChIP code **"Ch5089"** at checkout! If you're buying books, renewing your membership, or registering for a national conference, a portion of the purchase price will be provided to the Chapter whenever you use the ChIP code!

Volunteer Now!

Are you looking for a way to get more involved with ATD without a long term commitment?

Please contact us at admin@atdmac.org for questions or interest in volunteer opportunities.

ATD-MAC Power Membership Percentage Report:
40%

POWER MEMBER
atd+chapter
Association for Talent Development

In addition to our local chapter, The Association for Talent Development (ATD), formerly ASTD, is the world's largest national association dedicated to those who develop talent in organizations. ATD's members come from more than 120 countries and work in public and private organizations in every industry sector. ATD supports the work of professionals locally in more than 125 chapters, international strategic partners, and global member networks. Not yet a national member? See www.td.org to learn about the many benefits of national membership!

Click here to review the Power Member brochure.

To Join ATD National as a Power Member, click here and use chapter ChIP code 5089.

ATD national-local joint membership requirement for chapter affiliation is: 35% or higher

Share
↪ your story ↪ your projects ↪ your knowledge

ATD-MAC's new feature "#TrendingMAC" explores emerging theory as well as the innovative Learning & Development work happening in the Madison area. Check it out on the previous page. While you're at it, consider what you can SHARE!

- **What's your Learning & Development story?**
- **What initiatives have you undertaken lately that are taking development to the next level?**
- **Which of your exciting projects tackle a common development challenge in an innovative way?**
- **What knowledge or research have you read recently that has changed your perspective or approach?**

Share your stories, projects, and knowledge! Email Erin Lavery to be featured in an upcoming publication or social media campaign.

ATD-MAC Matters

President's Message

To me, learning has always meant listening. Through listening I pick up tools, ideas, and advice that can't be quantified in an afternoon training session. Speaking with our members and guests, I'm frequently impressed by the diverse range of interests and expertise I hear. Our Board also promises to listen and this year began with a promise to give back to you - our members – who have been so vital in making the Madison Area Chapter a success.

Despite an unpredictable weather week, we had a fantastic turnout for our Kickoff meeting in January where we reaffirmed our financial stability and highlighted our programming for the year. We also were able to network and connect with our peers. I met several new people and I'm pleased to have seen increased attendance and membership growth in just this first quarter.

Our winter sessions were dedicated to technology topics – a common request in our annual survey. In February, Chad Neumann showed us how to make PowerPoints shine and the positive feedback for his session was some of the highest I've ever seen for an event. March offered a session on executing great virtual events. Our reserves allowed us to hire InSync Training in March and offer this virtual event at a reduced price for participants. We know that it can be challenging to make onsite training events and we will continue to offer virtual training events as an option throughout the year.

Another promise we made in response to survey feedback is offering higher level development topics. This spring will showcase sessions on Coaching and Personal Resiliency. These sessions are focused on your personal development with ideas for facilitating behavior change in your personal and professional life.

Our summer series beginning in June will broaden the scope on cultural change in organizations. ATD – MAC isn't just about attending sessions. Networking is vital component and right now we're planning for our summer social. Admittedly, we've had mixed results for our summer social in the past so this year we're trying something different. Sarah Gibson and Alicia Steindorf, our VPs of Programming, are finalizing details for hosting a large group activity followed by our traditional hor d'oeuvres and drinks get together. Keep an eye out for additional details and please sign up early.

Lastly, I encourage you to check the newly designed ATD – MAC website. Marc DeCarli, our VP of Technology, has invested must of his time to creating a new design that looks professional and functions well for our members. Your feedback and ideas are always appreciated and I hope to hear from you.
Sincerely,

Jacob

Upcoming Board Voting and Open Positions

Along with the beautiful weather and vacations, the summer months also bring us new ATD-MAC board members!

As an ATD-MAC member, you play a key role in helping nominate and vote in new board members annually. We have **4 positions opening** with transitioning or exiting board members for 2017: **2 Co-VPs of Professional Development, President-Elect, and VP of Technology.**

With **Jenn Stangl**'s transition from President-Elect to President, **Marc DeCarli** hopes to move into the President-Elect role from his current position as VP of Technology.

Co-VPs of Professional Development, **Sarah Gibson** and **Alicia Steindorf**, are transitioning off the board at the end of their term. They have brought some engaging speakers and events to our members and established great practices to help future board members in this role. We will miss them on the board but look forward to their continued involvement with the chapter through their membership.

Please keep an eye out for an email in late May to vote in the new board members.

If you are interested in learning more about opportunities to join the board or volunteer with the chapter, please reach out to Jenn Stangl.

Past President's Message: Employee Learning Week

Start planning now for Employee Learning Week 2017**! Employee Learning Week is the first week of December.** While it may seem like that is very far away, planning meaningful events to highlight and recognize learning within your organization and the people who make it happen does take planning.

Tips for a Successful Employee Learning Week:

- **What is Employee Learning Week?** Employee Learning Week is an awareness campaign highlighting the important connection between learning and achieving organizational results.
- **When is it?** Employee Learning Week is December 4-8, 2017.
- **Why participate?** Training and organizational development are more important now than ever before. The growing skills gap and increased need to compete in today's economy require organizations to develop a knowledgeable and highly skilled workforce.
- **Who can participate?** All organizations are encouraged to recognize Employee Learning Week by rededicating themselves to employee learning.

Do you have ideas for Employee Learning Week? We'd love to hear from you. Send your ideas and past successes to Amy Lins, Past President, at past.president@atdmac.org to be featured in a future ATD-MAC newsletter. Continue the conversation in our LinkedIn group!

ATD National News

ATD National Provides annual download credits

Each year, National Professional Plus members are provided credits for free downloads throughout the year. These credits total over $1,000 in free resources that include everything from cutting edge Research Reports to timely E-Books. We all know that when priorities change, we sometimes have to be ready to take on new learning initiatives quickly. Having these resources available when you need them most increases your own agility and organizational benefit. The four main areas of content provided annually include:

- **E-Books:** Average savings is $40/download.
- **TD at Work** (formerly Infoline): Average savings is $20/download.
- **Community Libraries:** Connect with true experts in the field with focused Communities of Practice.
- **Research Reports**: Average savings is $500/download.

Personal Experience

"There was a recent push for beefing up evaluation in my department. While I had attended webinars and taken classes on the basics of evaluation, I was not up to speed on the newest trends. I was able to go onto to TD.org and find the most cutting-edge research and approaches to robust evaluation plans. Armed with new skills, I was able to create an evaluation proposal that met the needs of the organization and showed the value of our department."

Not a national member? You can still purchase any of the great articles and resources. Use chapter ChIP code 5089 to benefit ATD-MAC.

For discounts on membership and access to all premium content, become a Power Member. Click here and use chapter ChIP code 5089.

Annual Credits

E-Books	TD at Work (formerly Infoline)	Community Libraries	Research Reports
2	**4**	**11**	**1**
claimed 1	claimed 0	claimed 8	claimed 0
Choose	Choose	Manage	Choose

Opportunities to Connect

Connect to our Facebook page to get development tips, connect with other ATD-MAC members, and track upcoming events. Simply click the Facebook icon and Like or Follow the page to get started today.

Follow @atdmadison on Twitter to get small bites of learning to challenge yourself and continue your development as a professional. Simply click the Twitter icon and follow @atdmadison to follow the buzz today.

Find us on LinkedIn through our ATD-MAC Group to get ideas and advice from other professionals and continue the conversation after ATD-MAC events. Simply click the LinkedIn Icon and join the group to find a group ready to discuss and challenge one another.

Visit us at atdmac.org to see the latest ATD-MAC news, connect to volunteer opportunities, and register for events. Simply click the ATD-MAC link to the left to launch to our main site.

Do you have ideas for our newsletter or would you like to contribute an article to be considered for publication? Please contact Erin Lavery, VP of Marketing, at vp.marketing@atdmac.org or click the email icon.

Sponsor Recognition

A HEARTY THANK YOU to our Platinum Sponsor, Edgewood College! Our deepest thanks for supporting our ATD- MAC chapter and helping us continue to offer great value to our membership with quality programming and networking events! Interested in furthering your education? Check out the Masters in Organizational Development program offered at Edgewood College!

EDGEWOOD COLLEGE