



NEBRASKA CHAPTER

ASTD
WORKPLACE LEARNING & PERFORMANCE

Volume 28, Issue 1

January 1, 2007

January Luncheon

Program Topic: Ring in the New Year with ASTD!

Please join us on Wednesday, January 10, 2007, at the Westside Center from 11:30 – 1:00 for our first monthly meeting of the year! We will be having a roundtable discussion on the emerging role of the trainer in organizations today. This will be a great opportunity to network with peers from other organizations, find out what their focus is, what challenges they face and what resources they use. We will be capturing the data from each table for use in planning future meetings that will continue this discussion and provide you with useful tools and resources to help you meet the challenge of your emerging role head on! We look forward to seeing you there!



Date: January 10, 2007

Time: 11:30AM-1:00PM

Location: Westside Community Center - 3534 S. 108th (108th & Grover)

Luncheon cost: Member \$15 / Non member \$20 (No shows will be billed.)

Registration deadline: January 5, 2007

Register online: www.astdnebraska.org (Members please remember to log in before registering!)

Register by email: contactus@astdnebraska.org or by phone: 850-6710

ASTD National... What it is and what it can do for you!

ASTD is the world's largest association dedicated to workplace learning and performance professionals. ASTD's members come from more than 100 countries and connect locally in 140 U.S. chapters and 24 Global Networks. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers. ASTD's Mission is Through exceptional learning and performance, we create a world that works better and its Vision is A world-wide leader in workplace learning and performance.

An ASTD National Membership is the perfect match for your local membership. As a member you have access to the latest information in training related [Public Policy](#) as well as an immediate link to exciting industry trends [Press Room](#).

Additionally, you will have access to thousands of hours of research and identified best practices through their [Research & Benchmarking](#) and [Publications: Books, T+D magazine, Learning Circuits, Infoline, newsletters](#) and [Excellence in Practice awards](#)

ASTD National has some of the best professional development programs for new and senior trainers to include [Certificate Programs](#) and [Certification](#)

An ASTD National Membership is an investment in your future! To join, please visit the [ASTD National Website](#)

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Did You Know?

As a trainer, you have access to many valuable, training, leadership, management and e-learning resources.

The websites listed below are available to trainers and offer advice on training, leadership and more!

Business Balls [website](#)

Workforce Management [website](#)



President's Perspective

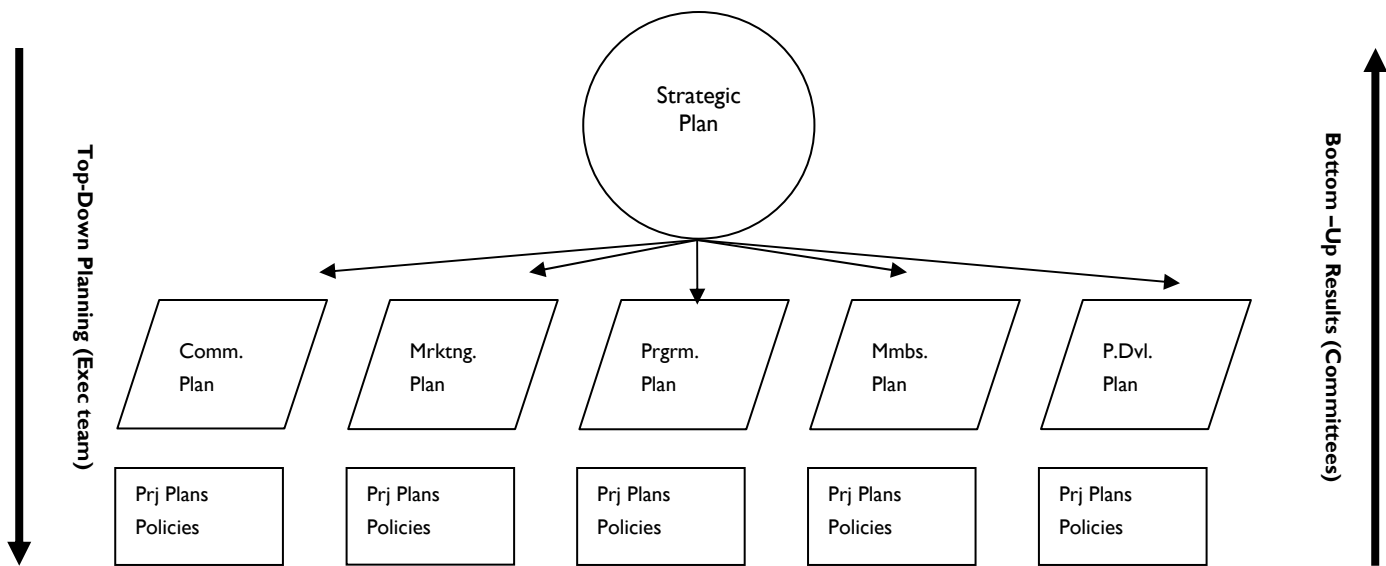


As the New Year begins, many of us personally are thinking of goals that we would like to accomplish in the year ahead. It may also be a time for organizations to be designing strategic goals or realigning them.

There are many ways strategic planning works, but here is a little insight into the approach your current ASTD Nebraska Board of Directors:

Strategic Planning = Top-Down Planning, Bottom Up Results

- Executive team set the vision for the organization, identifies the key strategies to achieve the vision and establishes the measures to monitor progress
- The plan is executed through the activities, special projects, policies and procedures created by the different committee areas



The goals for the year ahead have been a work in progress from 2006. They are as follows:

Membership: Maximize membership growth, retention and involvement

- Attain 15% of new members: X/X milestones
- Retain 90% of current members: X% Members Retained
- Attain 75% of member involvement: 2/5 milestones

(See Perspective on page 4)



President's Perspective (continued from page 3)

Value Proposition: Articulate, demonstrate and expand the value proposition

- Create official value proposition document: X/X milestones
- Share the results of one business line per month: 2/12 milestones
- Create one new business line: 35% complete

Business Process Improvement: Document practices, define methods of measurement, measure & evaluate and then review and make necessary changes

- Create documented Jobs / Process Manual: 9/12 milestones

*Included in the newsletter, you will find a template you could use to help in planning your strategic goals.

May all of us members of ASTD Nebraska look to the New Year ahead to challenge ourselves through goals, but to look to this organization to help support those goals.

Angela L. Galloway

ASTD Nebraska, 2007 President

[Leading the way in workplace learning and performance](#)



Board Member Bio

Ever wondered what your ASTD Nebraska board members look like? Where they work? What are their chapter goals? How about something that would make you say "I did not know that about them."

Throughout 2007 ASTD Nebraska newsletter will introduce you to your board members. You'll be surprised what you learn about them!



Board member name: Amy Trenolone

Board position: Director of Monthly Programs

Contact email address: Amy.Trenolone@achieveglobal.com

Employer: N/A

Years with ASTD Nebraska: Just under one year

2007 Goal for ASTD Nebraska: As Director of Monthly Programs, my role is primarily focused on planning the monthly meetings. I would like to see ASTD Nebraska continue to offer meetings that add tremendous value for our members and give us the forum to discuss the latest challenges facing those of us in the training field. I definitely welcome suggestions and ideas from our members about what they would like to see or hear about at our monthly meetings!

Surprising tidbit: My sister-in-law used to work for Laura Bush, so my husband and I had the rare opportunity to get to tour the White House and actually see the First Lady's office. We even got a chance to shake the President's hand! It was a very surreal experience!

Creighton University Outreach Survey

Ever wished that professional development programs offered through local colleges and universities were more responsive to the real training needs of YOUR business? Now is your chance to provide suggestions to Creighton University's Center for Professional Development. Creighton plans to expand their adult education offerings and needs input from ASTD members to determine what employee training programs will be most beneficial in the Omaha area. Completing this research survey will take only a few minutes of your time today, but could yield relevant, up-to-date professional certificate opportunities tomorrow.

Please go to <https://surveys.creighton.edu/ss/wsb.dll/110/finalcpdsurveyASTD.htm> and let your preferences be known in this voluntary and short, on-line survey. You may skip any questions you are not comfortable answering. Responses will be kept confidential in a secure server and will only be used in aggregate to guide the development of future adult education offerings.

If you have questions, don't hesitate to contact JaneSchaefer@creighton.edu. **Please submit survey responses electronically no later than January 12, 2007.** Thank you!



A New Year's Resolution that will Last!

As we enter the New Year, people are scrambling to either think of a New Year's resolution or stick to the one they had! For many, resolutions are a far cry from reality, take up too much time, or too much energy. Well, have we got an idea for you! Try this one on for size: getting involved with ASTD Nebraska!

I know what you are going to say, so let me put you at ease before you can say it: getting involved with ASTD Nebraska is not a far cry from reality! If you are reading this right now, then you are the closest you've ever been to achieving a resolution! ASTD Nebraska makes it so easy to get involved too; the Involvement Opportunities are always posted on our website, <http://www.astdnebraska.org/currentVolOps.asp>.

Lucky for you, getting involved doesn't take up a lot of time either! We have a variety of current openings ranging in monthly commitments of only one hour up to 15 hours! You decide! However much you want to get involved, we've got an opportunity for you!

ASTD Nebraska is full of energy, so you can borrow from us if you need to! The upbeat and positive attitude and passion for achievement is what we are all about—and it's contagious! You'll feel a great sense of accomplishment and pride when getting involved with ASTD Nebraska.

Our chapter is incredibly dynamic; we are nationally recognized for our achievements and advancements. To get involved with us speaks very highly of your motivation and desire for professional growth. When you get involved, your resume will grow and become more appealing to employers. It's a win-win situation!

Let's make 2007 your year with ASTD Nebraska!

Shawn Mahrenholz

Director of Member Involvement

smahrenholz@omahastate.com



Certification Conversation

Professional certification can be found in almost every industry in the United States today. Law, construction, auto repair, nursing, accountancy, and information technology are just a few of the wide range of professions that have voluntary or mandatory certification.

Certification has found its way into these industries for a reason: It helps advance the profession. The CPLP designation signals to current and potential employers that you possess a solid foundation of experience and education in workplace learning & performance. It lets companies know that you can have a positive impact on bottom-line results.

Across the country, companies are requesting job candidates with the CPLP. Here are a dozen of the current listings that say "CPLP preferred."

1. Kellogg Company: Sales Training Consultant - Specialty Channels
2. HELIO: Training Manager-Call Center Operations
3. Well's Dairy Inc. - Blue Bunny: Manager, Training and Development – Operations
4. Commerce Bank: Knowledge Management Officer
5. A Place for Mom, Inc.: Director of Training
6. Quest Diagnostics: Instructional Designer
7. Pitney Bowes, Inc.: Consultant - Training Operations
8. Affinion Group: Mgr, Training & Internal Communications
9. HDI: Multimedia Instructional Designer
10. LifeNet: Trainer
11. Concord Hospital: OD Training and Development Specialist
12. PNC Bank: Market Training Manager

While it is easy to see the benefit of the CPLP, it may seem difficult or even scary to seek the CPLP. You don't have to do this alone. Join Valerie Noll, CPLP, after the January luncheon to learn more about the Certified Professional in Workplace Learning & Performance (CPLP) credential, and to find out how ASTD Nebraska can help you achieve this goal.

We will overview the CPLP program and answer your questions. Topics will include:

The certification process

Preparing for the Exam

Preparing the Work Product

2007 Schedule and Study Group

CPLP Preparation Resources

I hope to see you there!

Valerie Noll, CPLP

Director of Certification

402-312-1118

DirectorCPLP@astdnebraska.org



Employee Learning Week in Nebraska a Great Success!!!

The American Society for Training & Development celebrated December 4-8, 2006 as Employee Learning Week to recognize the strategic value of learning and the important link between a knowledgeable, highly skilled workforce and organizational success. Nebraska's celebration was recognized for being one of the most robust and successful celebrations!

Governor Dave Heinemann officially designated Employee Learning Week in Nebraska with an official proclamation and signing ceremony at the State Capitol. Representing ASTD Nebraska, President Angela Galloway, Past-President Patricia Harrold, and Executive Administrator Sarah Julius participated in the ceremony. Patricia was asked to speak and highlighted the extensive and ongoing commitment of Nebraska businesses and organizations to employee learning. "A core element to maintaining and expanding one's competitive advantage is ongoing development in knowledge, skills and technical competencies. Nebraska's workforce is one of the most educated, skilled and capable in the nation and that is owed to ongoing investment and expansion, by business, in employee development."

Five organizations in the Omaha Metro area were recognized for their commitment to employee learning and development. ConAgra Foods, Mutual of Omaha, HDR, Omaha Public Power District and the Omaha Home for Boys are this year's Employee Learning Week Champions of Learning. By continuously offering internal and external learning opportunities, communicating the value of learning from the top down, and holding special events or sending out special communications organization-wide to celebrate Employee Learning Week, these organizations demonstrate why Nebraska has one of the most educated and accomplished workforces in the nation.

Decisions under Pressure

The flattening world, fueled by advances in technology, pushes more information to leaders than ever before in history. Increasingly, additional data sources and flows contribute to decision-making pressure. There are four key considerations in making decisions under pressure.

Concentration is the first consideration when decisions challenge human performance capacity. Concentration occurs by developing focus and attending to here and now issues. When leaders concentrate, they engage others. Leaders refuse to isolate because they recognize that it limits thoughtfulness. Expanded concentration facilitates a long-reach consideration of decision impacts.

Next, leaders assess risk as a strategic consideration when there is pressure to make decisions. Risk assessment skill increases with self-awareness, team-focus, and organizational knowledge. Perceptive leaders routinely review knowledge in these three areas: self, team, and organization. They acknowledge the need for speed in decision-making while accepting responsibility for outcomes. Technology serves as a decision-making aid; it is never a substitute for the human experience.

Performance is the third element that requires consideration in decision-making. Performance is visible to others; we cannot hide from our impact. Consequently, leaders understand and are open to measures that contribute to understanding results and impacts. Clear communication pathways define effective decision-making. In short, attitude does matter.

Finally, given that the increasing number of decisions made under pressure, leaders manage stress. They clarify priorities and develop disciplined procedures. Prioritization and discipline arises from life's lessons and an experimental orientation. These factors thrive when the leader takes the longer view in an environment ruled by the deceptive success of short-term gains.

Published with permission by Mike Horne, Ph.D. Mike is a results-oriented professional focused on assisting executives and organizations to build performance cultures that support desirable organizational outcomes.

www.leadershipacts.com



Is Career Planning on your New Year's Resolutions List?

With 2007 quickly approaching, things are hopping in Career Resources. As the Resume Review Team springs into action to review recently submitted resumes, the Job Service roars on to list the highest number of postings on record. So far in 2006, ASTD Nebraska posted a remarkable 72 available positions, more than double the number of postings in 2005. Of those 72 postings, 10 have just been issued in the last two weeks, so keep a close eye on the website, as the postings just seem to be rolling in, and the year isn't over!

Congratulations to all those who have been involved in the job posting service, as we have just reached a major milestone, having posting over 100 job postings since the inception of the program. We have partnered with over 55 different local employers to bring ASTD Nebraska members added membership value by providing metro area employment opportunity information. Visit <http://astdnebraska.org/career-center.asp> to view the latest information.

The Career Resources momentum continues as Alysia Clary works diligently to finalize details with the Interview Service Team. If you are interested in participating as an interview team member or would like to request use of the interview service please contact Alysia Clary at a.clary@integriguard.org. Watch for additional information soon to come!

As you can see the Career Resources Team is an exciting place to be. If you would like to become a part of this excitement, we currently have openings for a Resume Team Captain, Resume and Interview Team Members, and a Career Resources Assistant. If you are interested in learning more about our services or participating in one of the available positions, please contact the Director of Career Resources, Valerie Reed, at DirectorCareerResources@astdnebraska.org.

Have a wonderful holiday season. We look forward to helping you fulfill your career planning resolutions in 2007!

The Career Resources Team



THE POWER OF BEING FOCUSED

Focus Equals Power (Which Can Be Scary)

To live your dreams, you must be willing to focus your energy and time in their direction. You must be willing to give your dreams top priority and invest yourself in them. This does not necessarily mean to walk out of your day job and live irresponsibly, but rather, to do as the billionaire philanthropist Andrew Carnegie suggests: "Put all your eggs in one basket, and watch that basket!"

Most of us are afraid to give our dreams this kind of intense focus. "If I do this," our fear tells us, "it will be a real commitment, not a hobby, so if it doesn't work out, I will have to say that even though I really tried, I still failed." When we fail at a hobby or some halfhearted effort, we can tell ourselves and others that we really didn't give it our best because "it wasn't that important." We save face.

Focus and See the Opportunities

Try this experiment. Take a good look around the room where you are seated. Do this now before reading ahead. Now take a second look around the room, but this time focus only on the items which are red or contain the color red (if there are no red items in the room, select a color which is present). Be sure you've looked around the room searching for items which match your selected color before reading ahead. Finally, look around the room a third time and you'll notice that the items which match the color you selected continue to stand out. As a matter of fact, every time you look around the room, these items will stand out as if to shout, "Look over here! I'm what you're looking for!"

Your Brain Is a Filter

So what does this have to do with living your dreams? In order to successfully pursue your dreams, you must increase your awareness of the numerous opportunities that surround you. Because your brain can only focus on a limited number of elements at any one instance, it must filter out things it considers "unimportant." The beauty of this filtering system is that you decide what's important and what's not. When you establish a clear focus of what you wish to achieve, you tell your brain, "Hey! This is important to me." And just like in our little experiment, you will experience an immediate heightened awareness of anything relating to your focus. Almost magically, resources you need to help you succeed will make themselves known to you.

Your Thoughts Are Magnetic

Just as a magnet attracts metal, we attract and gravitate toward what we think about most, that which we believe in most strongly, and what we imagine most vividly. When you focus on what you desire, you will begin to *attract* into your life what you need to succeed.

Here are a few examples: Remember when you were thinking about a friend you had not heard from in a long time, and then received a phone call or a letter from that person? How about the time you were humming a favorite old song, then turned on the radio and heard it playing? What about the last time you purchased a new car and suddenly noticed all the cars on the road that looked like yours? Is all this mere coincidence? NO! You attracted it!

The *Law of Attractions* is very real and as Napoleon Hill wrote in his classic book, *Think and Grow Rich*, "Our brains become magnetized with the dominating thoughts which we hold in our minds. These 'magnets' attract to us the forces, the people, the circumstances of life which harmonize with the nature of our dominating thoughts." What do you focus on? What do you attract?

Don't Focus on What You Don't Want

When you worry, you picture what you do *not* want to happen, actually increasing the likelihood of its occurrence. Remember when you were a child and someone warned you, "Don't spill any spaghetti on your white shirt!" This virtually guaranteed that you would spill spaghetti on your shirt. The meatballs may well have been magnets. You worried about the spaghetti landing on your shirt, you pictured it happening (even though you didn't want it to happen), and the Law of Attractions did everything it could to achieve the mental image you created.

If it wasn't spaghetti for you, perhaps you were told not to stare at the birthmark in the center of your Aunt's forehead, or not to laugh in Church, or not to track mud into the house. Even as an adult, the last time you went to a restaurant and your server told you, "Don't touch your plate—it's hot." Your fingers were most likely drawn to that plate like steel to magnets.

(Continued on page 11)

January 2007

ASTD Lincoln ~ Sorry No information

Thank you to everyone who makes our Chapter Newsletter possible. Without you, this publication would not exist.

Your thoughts and opinions are very valuable in continuing to make it a huge success.

I welcome all members input and article submissions/suggestions.

Please feel free to contact me, Elizabeth Ambrose, at 402-952-6531 or via email at eambrose@omnihotels.com, with your contributions and suggestions for future newsletter editions.



We Attract What We Fear

Earlier this year I purchased my first new car. Other than my home, it was one of the most expensive purchases I had ever made. After I signed the necessary papers, the salesperson handed me the keys. With the precision of a surgeon, I carefully began to back the car out of the parking space. I had never driven so cautiously with my old car, but, of course, I didn't want to scratch or dent this beauty. All I could think about was how careful I must be. I had almost completely backed out when I heard a loud crunching sound. The only person who looked and felt sicker than I was the man who came running out of the showroom to examine the damage I had done to his new BMW.

This \$800 lesson further proves the accuracy of the Law of Attractions and how important it is for us to focus on what we want and not to focus on the things we don't want. When we go through life filled with worry and fear, as I did during the first few moments I owned my new car, we are destined to attract unwanted results.

In a Nutshell

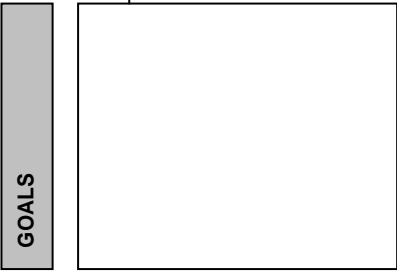
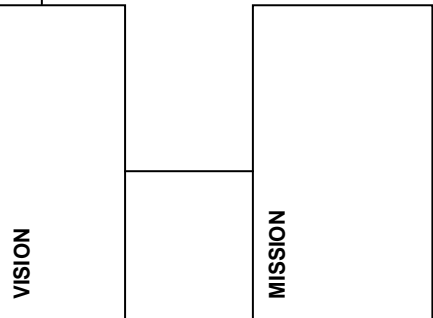
You can have virtually *anything* you want (if you are willing to work for it), but you cannot have *everything* you want, at least not all at once. Carefully select and prioritize what you truly desire, then focus your time and energy in the direction of those desires.

Allow the Law of Attractions to be your servant by focusing on what you want and avoid focusing on your fears and what you don't want. Maintain your focus and you will be amazed at how alert you will become to the opportunities and resources that surround. You will, indeed, attract what you need to pursue your dreams.

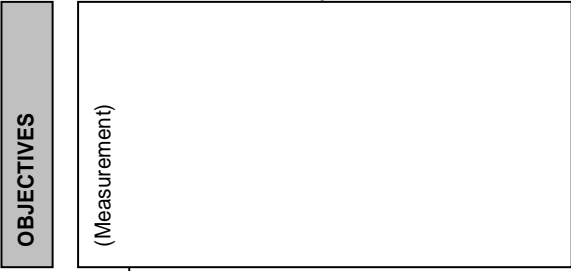
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Dividing the Work



Top-Down Planning



Bottom-Up Results

