

Volume 25, Issue 7 July, 2005

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President's Message by Deb Laurel

"A good question is never answered. It is not a bolt to be tightened into place but a seed to be planted and to bear more seed toward the hope of greening the landscape of ideas." John Ciardi

Chapter Mission:

The mission of the South Central Wisconsin Chapter of ASTD is to provide learning and networking opportunities for professionals dedicated to improving individual and organizational performance.

If you were a member of ASTD-SCWC in April last year, you may remember receiving this message: "We invite you to help shape the future of your ASTD Chapter and learn the Appreciative Inquiry process. Rather than focusing on problems, Appreciative Inquiry uses dialogue about positive past experiences to build wishes and plans for the future.

We have scheduled brief (about one hour) facilitated sessions at several locations, dates and times around Madison, to use Appreciative Inquiry to identify **your** wishes for **your** ASTD Chapter. We will post all of the wishes in a survey so members can rank the wishes. The results will set the future direction for the chapter.

You will benefit at least six ways by participating in a session:

1. You will have direct impact on the chapter direction.
2. You will add Appreciative Inquiry techniques to your repertoire.
3. You will receive a copy of [The Thinbook of Appreciative Inquiry](#), by S. Hammond.
4. We will provide delicious food and drink.
5. You will receive a four-pack of spring bedding plants as a *thank you* for growing with us.
6. You will be energized by the Appreciative Inquiry process for at least the rest of the day!"

"I planted some bird seed. A bird came up. Now I don't know what to feed it." Steven Wright

"All growth is a leap in the dark, a spontaneous unpremeditated act without benefit of experience." Henry Miller

We really didn't know back in May 2004 what would happen at those sessions. We just knew that we needed to sit down with you and find out how to grow our chapter in a way that would meet our members' diverse needs. And the experience was truly amazing! Energy and enthusiasm bubbled up, members volunteered to help our wishes become reality, and our chapter burst into flower. We became kinder and gentler, wiser and more focused, more encompassing with our programs, more welcoming of guests and new members, and more proactive in our marketing.

"It's what each of us sows, and how, that gives to us character and prestige. Seeds of kindness, goodwill, and human understanding, planted in fertile soil, spring up into deathless friendships, big deeds of worth, and a memory that will not soon fade..." George Matthew Adams

In my June column, I spoke of all of the initiatives and changes we have made which directly grew from those Appreciative Inquiry meetings and discussions.

The memory of those joyful meetings and their continuing legacy have been brought back to my conscious awareness by a miraculous event. Last year, I brought home some annual bedding plants from one of the Appreciative Inquiry sessions and planted them in my front yard. This summer, I have watched in wonder as those "annual" flowers began to grow again. At this moment, they delight passers by with their healthy profusion of vibrant shocking pink flowers.

The soil I planted them in was neither fertile nor sunny. Apparently, these flowers are strenuous survivors who refused to be restricted by any artificial or historic limitations. I am assuming that they have reseeded themselves.

Our chapter has also continued to reseed the kindness, goodwill and human understanding that grow daily in our learning community with every program, every committee meeting, and every conversation. And our garden is brilliantly thriving. Thank you!

"It is like the seed put in the soil -- the more one sows, the greater the harvest." Orison Swett Marden

The Developer

ASTD-SCWC Monthly Program - July

The Business Case Process: ROI - An Essential Ingredient to Learning

Wednesday, July 20, 2005, 8am to 12pm

- Is your business looking more and more at the bottom line?
- Have you been asked to document how your training impacts business?
- Are you looking for a way to prove return on investment (ROI)?
- Would you like to know how to estimate ROI before training is initiated?

If you answered "Yes" to any of these questions, then you need to attend this program!

Who will benefit from this program?

Whether you are a vice president, director, or manager of training and development, or a brand new trainer, the ability to prove ROI is essential to your credibility as a workplace learning and performance professional.

You will learn a tactical approach for: (1) evaluating training requests and (2) developing a business case for delivering (or not delivering!) a program. The business case process is a simple, repeatable method for estimating a training program's impact on the business (including its ROI) before the program is initiated.

You will:

- Review the concept of ROI;
- Determine what information is required to complete a business case analysis;
- Use new tools to work through three "real world" training requests; and
- Develop your skills and test your grasp of the business case process.

The ability to estimate the value of training is an essential competency for every learning leader—whether you are training one person or training fifty! Join us to learn how to "forget the theory and watch the ROI come alive!"

About the Presenter

Herb Delehanty has more than 20 years of experience in management, consulting, and training. His consulting and training experience spans twelve countries and four continents. Herb served as a VP of Operations for a \$100 million business unit and served as VP of Learning and Development for a \$1 billion multinational corporation. His experience spans numerous industries, including: retail, government, computer services, call center, field services, gaming, healthcare, and military. He has worked with state and federal agencies, as well as public and private companies.

Herb has a masters degree in economics and a bachelor's degree in business administration from the University of Missouri. He consults with large and small organizations, focusing on helping internal training and development functions maximize their value and impact.

Facilitator:
Herb Delehanty

Registration:
7:45am

Program:
8:00am to
12:00pm

Location:
Lakeland College
TEC Corridor
3591 Anderson St.
Madison, WI 53704

SAVE

Advance Registration:
\$10 for Students
\$20 for Members
\$30 for Guests

Same Day Registration:
\$15 for Students
\$25 for Members
\$35 for Guests

To Register for This Program:

Call:
212-ASTD (2783)

By email:
astdscwc@astdscwc.org

Payment Information:
Make checks payable to
ASTD SCWC

Mail to:
ASTD-SCWC
917 Vilas Avenue
Madison, WI 53715

Or use the PayPal Link
on our website:

<http://www.astdscwc.org>



ASTD SCWC Book Club

Presenter:

Renee Stoll
Manager - Training, Education &
Employee Development
TDS Telecom & Metrocom

Registration & Networking:

3:45pm to 4:30pm

Program:

4:30pm to 8:00pm

Location:

TDS Metrocom
525 Junction Road
Madison

Advance Registration:

\$10 for Students
\$20 for Members
\$30 for Guests

To Register for This Program:

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Discover Your Strengths – A Facilitated Book Discussion

Wednesday, August 17, 2005

Program Description

Every so often a book comes along that really challenges how you see the world. This was my experience with Now, Discover Your Strengths – a book written by Marcus Buckingham & Donald O. Clifton, Ph.D. In this book, which is based on research conducted by the Gallup organization, Buckingham and Clifton challenge the notion of being ‘well-rounded’ and the premise of most development efforts in organizations, which is to identify and develop ‘areas of improvement’. Instead, they ask each of us to discover our unique strengths and manage work and relationships based on those insights.

As a training professional, this was a new way to look at professional development efforts for myself, my team of training professionals, and for TDS. Imagine development efforts that focus on your existing strengths to make them even stronger, rather than identify areas of weakness and try to change behaviors that are pretty ingrained. So, I read the book, used it with my training team, and have seen wonderful results come from the awareness of my strengths and those of my team.

In this session, I’d like to facilitate a discussion of the book’s concepts and how they can be applied personally, within a team and within an organization. I’ll be very willing to share my experiences with the material and will be equally interested in yours. This session will be a discussion with the expectation of full audience involvement and participation. If you prefer to sit in the back and take notes, this isn’t the session for you. ☺

As a result of this session, you will:

- Learn how others have used this material to better themselves and their organizations
- Create an action plan for applying the main concepts of the material personally, within a team or within an organization
- Develop some future training professional contacts that share or compliment your unique strengths

Pre-work:

This session is only valuable if you’ve read the book, Now, Discover Your Strengths and have completed the Strengths Finder profile (included with the book). We will discuss concepts from the book and will use the results of your Strengths Finder profile during the session. Please bring the book and your top 5 strengths to the session

About the Presenter:

Renee Stoll has over 13 years of adult training experience and is currently the Manager - Training, Education & Employee Development for TDS Telecom & Metrocom. Renee started her career teaching high school English and along the way has taught computer skills, English as a Foreign Language in the Peace Corps, operational processes, applications, interpersonal skills and leadership skills.

ASTD-SCWC Events Calendar

Date	Topic	Presenter	Time
7/20/05	<i>The Business Case Process: An Essential Ingredient to Learning Leadership</i>	Herb Delehanty	8:00am - 12:00pm
8/17/05	<i>ASTD-SCWC Book Club: Now Discover Your Strengths – A facilitated book discussion</i>	Renee Stoll	4:00pm - 8:00pm
9/21/05	<i>Preventing Death By Lecture</i>	Sharon Bowman	8:30am - 4:30pm
10/20/05	<i>Inter-Wisconsin ASTD Meeting</i>	Tony Bingham	9:30am - 3:30pm
11/15/05	<i>Performance Improvement & Change Management</i>	TBA	8:00am - 12:00pm
12/14/05	<i>Appreciative Inquiry & Holiday Party</i>	Mary Hoddy	4:00pm - 8:00pm
01/8/06	TBA	TBA	4:00pm - 8:00pm
02/15/06	<i>Meet the Masters: Transforming Subject Matter Experts into Excellent Trainers in less than 3 hours</i>	Kathy Talaat, Sarah Schenkat & Mary Hoddy	4:00pm - 8:00pm

Program Review

“Sharpening Your Skill Saw”

Program Review by Terry Becker

If you've been looking for a chance to network with your peers and glean ideas from them, you missed a great opportunity on June 15th. Deb Laurel facilitated a lively workshop titled “Sharpening Your Skill Saw,” which is one of Steven Covey's steps in [7 Habits of Highly Effective People](#). Sharpening Your Skill Saw refers to re-generating yourself and improving your skills. I've been attending ASTD workshops for 7 years and this was one of the best interactive sessions that I've participated in.

The first half of the workshop started off with some announcements on upcoming events. The agenda then went into everyone introducing themselves and giving a brief summary of a training issue that they wanted assistance with. WOW! You should have heard the ideas flow! From there, Deb had us break up into two groups: seasoned trainers and new trainers. Each group had 1 or 2 seasoned trainers do a stand up huddle with the new trainers and lead a discussion for ideas on how to tackle the new trainers' issues. This proved to be an outstanding discussion that even the seasoned trainers learned from. Upon completion of the huddle discussions, Deb formed groups based on topics of interest. For example, one group wanted to know more about the new ASTD Certification Program.

The second half of the workshop continued with the idea sharing. We debriefed as a group on the ideas that we heard and then had an open discussion on other issues that hadn't been brought forward yet. The hot topic was Change Management: how do you get employees to accept change. From here Deb had us pair up and do a walk-and-talk, as we walked around the room and networked with everyone on more ideas. The workshop ended with a discussion on what we learned and how we are going to apply the ideas back at work.

Thank you, Deb, for an outstanding workshop!



TnT 2005-2006 Program Calendar

Sessions are held the second Thursday of each month

Date	Topic	Presenter
09/08/05	<i>How Adults Learn</i>	Renee Stoll
10/13/05	<i>Inspired Learning Model</i>	Deb Waterstone
11/10/05	<i>Ice Breakers/Team Activities</i>	TBA
01/12/06	<i>Basic Technology for the New Trainer</i>	TBA
02/09/06	<i>Presentation Skills</i>	Jocelyn Corville
03/09/06	<i>Needs Assessment</i>	TBA
04/16/06	<i>Program Design</i>	TBA

Maximizing the Adult Learning Experience

Thursday, September 8, 2005 – Adult Learning Principles:

According to Malcolm Knowles, leading expert on adult education, there are a number of principles or characteristics common to adult learners. Understanding these principles helps you tailor course content and activities to provide a richer learning experience for the adult learner. Designing with these principles in mind improves participant retention of your material.

Throughout this session, you will be encouraged to explore and discuss the principles of adult education and apply these principles to training you are currently facilitating, designing, or developing. At the end of this session, you will be able to:

- Identify key characteristics of adult learners.
- Recognize situations where adult learning principles have not been considered and assess the impact this has on training retention and effectiveness.
- Modify a training activity to better align with adult learning principles.
- Consider how you can better tailor your facilitation and/or design to adult learners.

Renee Stoll has over 12 years of adult training experience and is currently the training manager at TDS Telecom. Renee started her career teaching high school English in the Milwaukee Public Schools and uses this experience as a comparison to adult corporate learning. She has taught English as a foreign language in Guinea, West Africa, computer applications in Milwaukee, and telecommunications products, systems and leadership skills in Madison at TDS. Renee has a Bachelor of Sciences Degree in Secondary English Education from the University of Wisconsin-Milwaukee.

TnT Needs You!

Check your calendars and consider presenting for the upcoming 2005-2006 Tools n' Techniques program.

Above is an updated schedule – TnT is always on the 2nd Thursday of each month. We are looking for presenters to facilitate a TnT session. No extraordinary expertise or certification is required. The only “must-have” is a passion for your topic and a willingness to share your experiences with fellow trainers.

TnT is designed to provide a high level overview of the various aspects of the training process. We start with “Adult Learning” and work through all the steps until we end with “Evaluation”. By the end of the program, attendees have gathered a whole bunch of new tips, tricks and tools that they can implement immediately back on the job.

For additional information and to reserve your topic, contact Amy Diedrich, TnT Program Manager at (608) 231.7747 or amy.diedrich@cunamutual.com.

Become a Certified Professional in Learning and Performance (CPLP)

If you are preparing for a career change or advancement, concerned about staying current with career and industry trends, or enjoy challenging yourself, and do not feel you have the time to take a formal education program, you might want to consider professional certification.

National ASTD has just rolled out a brand new certification for workplace learning and performance professionals: the **Certified Professional in Learning and Performance (CPLP)**.

Why? The U.S. Department of Labor lists five characteristics that separate a profession from an occupation:

- ◆ National organization to speak for members and foster development
- ◆ Code of ethics to identify standards for behavior
- ◆ Applied research to develop the field
- ◆ Defined body of knowledge
- ◆ **Credentialing organization to set professional standards.**

This is the last step in ensuring that Training will henceforth be considered a profession rather than an occupation. It will appear on the 2007 census as a profession!

Who is eligible? Participants must have at least two to three years of relevant experience/education in the learning and performance field and be national ASTD members. Groups of 5-24 participants can receive a one- year national membership for \$159 (discounted from \$180).

What is involved? There are two components: an exam and a performance based component. Applicants must successfully complete the exam portion of the certification process before they can complete the performance documentation portion, where they will submit a work product that must meet pre-determined performance standards.

Applicants must identify one area they would like to document their performance at the time of registration. For the pilot certification program, there are three areas available: Designing Learning, Delivering Training, and Measurement and Evaluation. When the program becomes fully operational in 2006, more areas of expertise may be added to the list.

The exam will have 150 questions in a multiple choice format, plus two additional questions in the area picked for documentation. The knowledge-based exam questions will cover nine ASTD competencies, as follows:

- ◆ Designing Learning- 15%
- ◆ Delivering Training- 15%
- ◆ Improving Human Performance- 15%
- ◆ Measuring and Evaluating- 12%
- ◆ Facilitating Organizational Change- 12%
- ◆ Managing the Learning Function- 9%
- ◆ Coaching- 8%
- ◆ Managing Organizational Knowledge- 8%
- ◆ Career Planning and Talent Management- 6%

Applicants who successfully complete the exam will have from October until December to submit the documentation portion of the certification process.

The work product review will have different presentation options for each area of expertise. For example, a video of a standup presentation for Training Delivery, or the lesson plan for a course you developed for Learning Design, or a report on an evaluation process for Evaluation and Measurement. An expert review committee will evaluate each submission based on four criteria: the plan, the output, the outcomes, and the project relationships.

When: Two pilot certification groups are being held in June and in September. The registration deadline for the September exam is July 8, 2005. Madison has its own testing site. The certification program will begin formally in 2006.

What does it cost? Pilot participants will pay \$400. This fee will be increased in 2006.

How to study: ASTD has published an [Early Bird Guide to ASTD Professional Certification](#), which includes a test preparation and study guide, sample questions, a complete resource list, and a readiness assessment tool. The price of this small but very useful pamphlet is approximately \$28. In February, 2006, a complete ASTD Learning System be available for \$495.95. It apparently will be possible to receive a "preview-only" version by email.

Recertification: Recertification will be necessary every few years. Rather than an exam, it will be based on documented work, including: speaking, publishing, attending workshops, volunteering within ASTD, and attending ASTD conferences.

Want more information? Call Deb Laurel at 255-2010 or visit <http://www.astd.org/competency>.

Chapter News Updates

Don't Let Anybody Fool You – It's Not What You Know, It's Who You Know That Counts!

Marketing can be an interesting exercise. When you are in business to earn a profit there are many considerations to marketing, such as:

- ◆ What services or products will you offer?
- ◆ How are you going to determine the price?
- ◆ How will you distribute what you're selling?
- ◆ Who are you going to market to?

Our ASTD chapter has the same marketing considerations. With all of the wonderful things that we offer, we still need to market ASTD *outside* of our chapter. For example, with the Sharon Bowman workshop on Sept. 21st fast approaching, our Marketing Committee needs your help in securing the 200 plus attendees required to make this event successful.

What have we done so far? Recently, we've made strong contacts within several key organizations in the area. When contacted and asked if they'd be willing to promote the Bowman workshop within their organization, all were more than willing to partner with us. Some of these organizations include:

[SHRM](#), [MAQIN](#), [United Way](#), [Wisconsin State Trainers Council](#), [Wisconsin Association of Insurance Trainers](#), and [Milwaukee Chapter of ASTD](#)

As VP of Marketing, I've asked Sharon Hanrahan to market our chapter events to other organizations, with an emphasis on the Sharon Bowman workshop. She needs your input on who these groups are and how to contact them. Do you:

- **Work* for an organization that would be willing to partner with ASTD to promote our programs within the organization? Would you be willing to help with this?
- **Belong* to an organization that might partner with us?
- **Know* someone who has a broad understanding of organizations around Madison and might share contact information?

If your answer is "Yes" to any of these questions, please email or call Sharon or me ASAP. We will be glad to make the contact and discuss what ASTD has to offer. You can reach us at:

Sharon Hanrahan
shanrahan@ecw.org (608) 238-8276

Terry Becker
terry.becker@cunamutual.com (608) 231-8205

On behalf of the Marketing Committee, thank you for your assistance in making ASTD a "Premier Workplace Performance Leader"!

In the Spotlight:

ASTD-SCWC would like to thank **Jennifer LaBrosse** for coordinating content for [The Developer](#) and **Alice Jensen** for agreeing to edit our newsletter. Also thank you to **Sharon Hanrahan** for spearheading the marketing of our chapter to outside organizations.

ASTD-SCWC is one of the first chapters working with Janna Audey, Project Coordinator, at national ASTD on their **Portal Website pilot program**. ASTD is designing templates for local chapters to use as well as offering to host these sites. They are in the design stage at this point with plans to roll-out the web sites in the Fall or Winter of 2005. The sites will include several pages including a login area for our Chapter Membership Directory. Look for more updates in future newsletters! Contact Emily Shimpach, VP of Technology, at eshimpach@StarkHomes.com for more information on this project.

Welcome New Members!

The following professionals have joined ASTD-SCWC in the last month. We extend a warm welcome!

Nicole Knoernschild
UW Stout
Sun Prairie

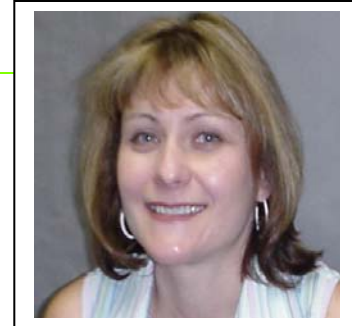
Anna Legreid
UW School of Pharmacy
Madison

Joan Pajari
Madison

Susan Reynolds
Cuna Mutual Group
Madison

Jack Wieber
The Home Depot
Waukesha

Get to Know Your Board Members



This Month's Focus: Lori Becker, VP of Administration
Human Resource Generalist, Capital Newspapers

My greatest pleasures are sharing moments with family and friends and catching a meal date with my husband Jim. Shopping at flea markets, scrap booking, and playing fetch with my two Yorkshire terriers all come in a close second.

In the new millennium, I started a new chapter in my life. I moved from the sunny state of Florida, and accepted a position with Capital Newspapers (formerly known as Madison Newspapers Incorporated) as a Human Resource Generalist. Today I am a HR Generalist III, which allows me to conduct various levels of training, from new employee orientations to frontline leadership. My additional responsibilities include worker's compensation administration, wellness coordinator, and safety coordinator. This new chapter has allowed me to pursue one of my greatest interests – training. To better the organization and myself, I joined ASTD-SCWC.

Friendly, caring people; colorful kites; inviting and interesting meeting/speaker; networking and sharing of ideas; a place to have fun: this is what I found at the first ASTD meeting I attended – who could ask for anything more????

- *Friendly, caring people*-recently a member was going through some health issues and the board members pulled together to send flowers for a "We're thinking of you" wish.
- *Colorful kites*-not only brighten workshops, but there are always interactive, fun activities planned at each ASTD-SCWC event.
- *Inviting and interesting meetings/speakers*-what other meetings do you go to where your shoes come off and your sport socks go on? National speaker, "[Solutionman](#)" made us get comfortable to allow our brains to think more clearly.
- *Networking and sharing of ideas*-ASTD-SCWC members are always willing to share and offer resources to help anyone succeed.
- *Place to have fun*-ASTD-SCWC allows you to have fun while learning.

It was only a year ago when I attended that first meeting in May 2004 and now, June 2005, I have accepted the board position of VP of Administration. Presently, I'm leading a committee that is responsible for determining future communication venues for our organization. It is my goal to get to know and understand the needs of the chapter and how I can best represent our members.

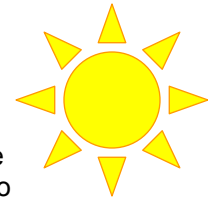
If you have ideas or questions about ASTD-SCWC, I'd appreciate hearing from you. I may be reached at 608-252-6335 or via e-mail at lbecker@madison.com. As I create new chapters in my life, I wish to thank everyone who has been there to support me.

Warmest Regards...

Lori

ICE in Sunny Orlando

Suma Elwell



Last Thursday I returned from my first ASTD ICE conference. My experience at the conference was one of awe, wonder and excitement. It was like a child's first visit to Disney World.

I got to meet some of the legends in the field of training and development- like Donald Kirkpatrick, Ken Blanchard, Alan Robinson, Bob Pike, Elaine Biech- and the list continues. The keynote speakers, Bob Knowling and Rudy Giuliani, imparted their pearls of wisdom on management and leadership to a rapt audience. The sessions were a great opportunity to learn from the pioneers in the field of measurement and evaluation, performance improvement, organizational change, and leadership development, to name a few.

But most of all I cherished meeting people from all over the world. Some of these participants had traveled half way across the globe to attend this conference. Their enthusiasm to attend the conference taught me something valuable about my profession. I learned from them that no matter where you are in the globe, Learning and Performance is a crucial part in running the vehicle called Organization. As I conclude, let me reiterate the theme of the conference to all my fellow Learning professionals "Your Time is NOW. The Future is Calling." Let us join hands in making this world a better place.

What is ICE?

Deborah Laurel

ICE stands for the International Conference & Exposition, which is conducted annually by national ASTD. This year, it was June 5-9 in Orlando. There were approximately 9,000 attendees from over 40 different countries.

Certificate programs were conducted June 2-4 and pre-conference workshops on June 3-4. During the conference itself, participants could follow a track or select whichever educational sessions they wanted.

There were six conferences within a conference: Changing the Face of Leadership; Financial Services; Growing Your Consulting Practice; Measurement, Evaluation, and ROI; Public Sector: Making the Best Better; and Research-to-Practice.

Over 275 educational sessions were offered in the following tracks: Career Planning and Talent Management; Designing and Delivering Learning; E-Learning; Leadership and Management Development; Learning as a Business Strategy; Facilitating Organizational Change; Measurement, Evaluation, and ROI; Performance Improvement; and Personal and Professional Effectiveness.

If that wasn't enough, there were also featured speakers, Forums at Four, International Forums, General Sessions, Book Signings, Sunrise Sessions, and a Legends Series that included Edward de Bono and Elliott Masie.

The EXPO was open from June 6-8, with hundreds of vendors selling anything a trainer could desire! And the ASTD bookstore offered a wide variety of books, publications, and ASTD products.

Local ASTD-SCWC members who attended this year's conference and somehow managed to continually bump into each other included: Suma Elwell, Glenn Smeaton, Debra Damrell, Dawn Mahoney, Deb Laurel, and Jeff Russell (who also presented at the conference!).

It's not too early to start planning to attend the 2006 ICE, which will be June 4-8 in New Orleans, LA! We hope to see you there!

Book Review

By Renee Stoll, TDS Telecom/Metrocom

Magnetic Service: Secrets for Creating Passionately Devoted Customers by Chip R. Bell & Billjack R. Bell

I stumbled across this book while attending the 2005 International Society for Performance Improvement (ISPI) Conference in Vancouver. Chip Bell was one of our keynote speakers, and his talk so inspired me that I bought and read the book.

In a world that seems obsessed with the idea of customer service, I am often disappointed at the quality of service I experience day to day. Maybe that's why this book struck a chord with me. In it, Chip and Billjack paint a clear picture of magnetic service – service so good that you are driven to insist that others use this service, buy the product, or visit the store. Throughout the book, the many stories and different examples help paint a picture of magnetic service and how you can create it in your organization. The book describes seven secrets of magnetic service, which I've outlined below using excerpts from the book (pages 10-13):

Secret #1: Make Trust a Verb

Magnetic service is malleable and agile enough to stay up on the customer's evolving requirements for trust... It comes, in part, from a belief that a great service experience is not serendipitous. While customers may be infatuated by an enchanting fluke, their ongoing allegiance is anchored to the pursuit of experiences they feel can be replicated time and time again.

Secret #2: Focus on Customer Hopes, Not Just Needs

Magnetic service providers know that under the surface of the presented or obvious customer need lies the customer's hopes and wishes for what might happen...Magnetic service providers know that tapping into this reservoir not only enables them to earn the customer's loyalty, it ensures that they solidify that loyalty by anticipating future needs.

Secret #3: Add "Charisma" to the Service Mix

Establishing customer devotion requires taking a position that is exciting, bold and somewhat daring. ...People are favorably attracted to service providers when an emotional link is created with that person.

Secret #4: Engage the Customer's Curiosity

One way to appeal to the customer's curiosity is to create a path for participation. The allure of customer participation opportunities arises not from the fact that they *require* that customers actually join, but rather from the fact that they offer the *option* for doing so.

Secret #5: Give Customers an Occasional Miracle

Miracles cannot be regular fare; otherwise they become plain vanilla instead of Neapolitan. But the once-in-a-while special gesture communicates not only a desire to serve, but also a yearning to enchant...They leave customers uplifted and eager to discuss what happened with others.

Secret #6: Empower Customers Through Comfort

Customers feel empowered when they experience psychological comfort, and magnetic service provides psychological comfort by offering reliability and predictability...Customers are also empowered when service renders physical comfort – the kind that reflects a smooth operation.

Secret #7: Reveal Your Character by Unveiling Your Courage

Magnetic service should reflect a deeper purpose or destiny, befitting of the organization's vision and marketplace strategy...It need not be completely obvious to the customer, but it must not feel manipulative or have a quality of deviousness about it.

About the author:

Chip R. Bell is the founder of The Chip Bell Group. His consulting practice focuses on helping organizations build a culture that supports long-term customer loyalty. Prior to starting a consulting firm in the late 1970s, he was Vice President and Director of Management and Organization Development for NCNB, now Bank of America. Dr. Bell holds graduate degrees in organizational psychology and human resource development from Vanderbilt University and George Washington University. For more information, please visit <http://www.chipbell.com>.



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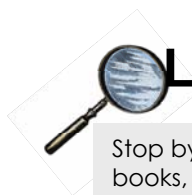
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Employee Learning Week December 4-9, 2005

National ASTD initiated the idea of an Employee Learning Day on December 1, 2004. The intent of this public awareness campaign was to demonstrate that "workforce development is everyone's business."SM

Because of the positive response, ASTD now plans an Employee Learning **Week: December 4-9, 2005.**

It is time to start planning activities that will communicate the importance of employee learning and its critical connection to organizational results. National ASTD will provide materials in late summer to publicize the program and to suggest activities you can do in your organization. Visit <http://www.employeelearningweek.org> for updates.



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