



SW Florida Chapter
February 2004

The American Society for Training and Development (ASTD) is a national organization serving the needs of training and education specialists since 1944. Southwest Florida chapter members share a common vision to promote quality, competence, and professional development of all members. The Southwest Florida Chapter was chartered in 1990.

Our February 18 Luncheon Meeting Theme:

“Presentation Techniques” Offers the Latest in Program Openers; Also Share *Your* Successes

Why does a trainer need a rubber chicken?

Have you ever attended a training session where the trainer incorporated fun activities and even toys into the class? Did you think, "I could never do that!" "It's not my style, I'm not creative!" or "My subject is very technical and we don't have time!"

Our February Luncheon presentation – **“Training Techniques”** – offers you the perfect opportunity to learn and share best practices of program openers. Our speaker is **Eileen Wickeri**, Training Manager for the Florida Department of Children and Families. *(See biography on Page 3.)*

Learn how to energize your classes with simple openers and icebreakers. Check out Eileen's Trainer Toolkit and see what items you could use. Share your success stories of program openers. Tell how you improved your interaction with participants. Reveal how you put them at ease. Eileen will then tie it all together, and as a united team, we can all **“Pass It On”** (our theme for 2004).

[This article continues on Page 3 and provides information on: (1) 2004 Trainer Certification program that begins with this February presentation, and (2) why the change of meeting topics.]

Mark your calendars and sign up now – for this fun and learning event.

Date: Wednesday, February 18, 2004

Time: 11:30 a.m. (networking); luncheon/presentation, noon to 1:15 p.m.

Location: Hilton Garden Inn, Summerlin Road and College Parkway, Ft. Myers

Program Cost: \$20

Menu: *Grilled Chicken Caesar Salad (included in the program cost).*

(Members who make reservations but who do not cancel by the deadline – Noon Monday, February 16 – will be billed. Remember: Reservations are highly encouraged; we can't guarantee a place at the meeting without them.)

To make reservations, either call the ASTD Hotline at 239/338-6765 or send an e-mail to Daralene Jones at Daradoug@juno.com (Reservation deadline is NOON Monday – February 16.)

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HOW TO REACH US

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*Recap of January Meeting***“Rocks with Lips: How to Motivate Unmotivated Employees”***By Pavita Oberoi, Co-Editor*

There were a few things different about our January ASTD meeting:

1. It was going to be a dinner affair.
2. I was going to be able to attend, for my work-related travels had prohibited me from attending the past few meetings, and
3. The title of the evening program really caught my attention.

Intrigued by what I had read about the up-coming presentation, I needed to know more about our speaker, and, exactly what connection did “rocks” have with “lips.”

I found out that evening.

Allison Blankenship

certainly exuded energy that could move things – even Gibraltar – the rock that is, as she walked us through (in her Dorothy red shoes), the ways to:

- Identify and value individual differences,
- Set goals for behavior, and
- Change and reward positive behavior.

She pointed out that often the wrong behaviors at a work place get rewarded, de-motivating those employees who generally have the right behaviors.

Recognition and rewards – key ingredients in motivating people to perform or not to perform – are imperative to cloning right behaviors.

Our speaker enamored the group further through the course of the evening, with her acting talents and her insights. Using many variations of tying a scarf – her prop through most of the presentation – Allison concentrated heavily on motivators and de-motivators.

*Allison Blankenship**One of her many faces*

It all begins with **awareness**. The key is to first identify and profile individuals in certain categories so that the appropriate words can be used as tools to trigger the right, motivated behavior.



Allison injected the group with a great exercise and gained their participation as she demonstrated ways to profile someone. It all evolved from first realizing **SELF**. Through her precise instructions, the audience split themselves into four categories.

The categories depend on how participants respond to her questions that looked for certain common traits within personalities.

I felt wonderful being in the category of **Sociable** leaders, type A personalities . . . until Allison in her award winning performance exaggeratedly acted out distinctions of the “**S**” profile.

Amidst the laughter a lot of things hit home. I was glad to see the change in her scarf “Personality” type. It was fun to watch the reactions of fellow observers as they related and reacted to the general characteristics that Allison pulled out for each of the personality types.



The evening progressed with the myriad of personal and professional stories that Allison weaved through her presentation. It was these stories that captivated the attention of the audience. We moved from **SELF** to the **four D’s of de-motivation**.

She talked about how to recognize and empathize with employees who are caught up in being **Disengaged, Disoriented, Disenchanted, or in Dis-identification**. She shared ways to help them change in a safe environment by taking small action steps. *(Continued on next page)*

Motivating *(Continued from previous page)*



Finally the competitive creativity of the group was evoked as Allison threw in a little bit of competition. She challenged us to see which team could come up with the most ideas for rewarding employees.

The lists grew long, the cheering louder. Allison had paved her way onto the yellow, “rocky” brick road with her powerful communication skills . . . into the appreciative applause of the ASTD members.

In other words . . . she rocked !

(Photography by Jim Jacoby)

Next Month's Dinner Meeting Topic: Career Development

Our March Topic – Career Development – will show you how to create strategies for knowing where you are going and how you are going to get there.

Bringing this important topic to us will be **Jeri Trevisani**, Vice President and Manager, Human Resources, GE Client Business Services.

Mark your calendars now for the evening of March 17, to be held at the Hilton Inn in South Fort Myers.

For more information, contact Dr. Geri McArdle of Barry University, at 239/278-1799 ext. 14, or send her an e-mail to:

gmcardle@mail.barry.edu



8AM-5PM *Sales Manager*

5PM-6PM *Soccer Coach*

6PM-10PM *Management Student*



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