



WEST TEXAS CHAPTER
Association for
Talent Development

West Texas ATD

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SPECIAL POINTS OF INTEREST:

- **How to Create Great Training Programs...**
- **Meet a Member**
- **Incase You Missed It...**
- **Icebreakers!**
- **Bring a Friend!**

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How to Create Training Programs People Care About

A [Deloitte study](#) found that less than 25 percent of line managers believed their learning and development (L&D) departments were critical to achieving their business goals. That is not surprising given related findings on learner disengagement. It is cause and effect.

If employees don't believe that the content in a training course is relevant to their job and their needs, they will be disengaged. This has an overall negative effect on business results and the effectiveness of the L&D team:

1. If employees are disengaged in the learning process, then L&D efforts are mitigated; any learning opportunities will have minimal effect.
2. If minimal effect occurs, then

skill levels do not improve.

3. If skill levels do not improve, then business results do not improve.

4. If employees participate in training programs and positive business results do not follow, then line managers are likely to lose faith in the ability of L&D to contribute.

This unfortunate sequence happens when you create training programs without knowing what skills employees need. If you don't know what skills they need, how can you possibly help them develop the right skills with content that is relevant to their job? And even if you know what skills they need, but don't know where skill gaps exist and have no supporting data, then how

can you measure whether skill levels and business results improve?

Click on the link below to read the full article, written by Cheryl Lasse, on the ATD website.

<https://www.td.org/Publications/Blogs/Career-Development-Blog/2016/07/How-to-Create-Training-Programs-People-Care-About>

Many great articles and resources can be located on the ATD website. Be sure to check out the available publications, blogs, and free webinars.

Leveraging Millennials Through Talent Development – September 8

We know that our workforce is rapidly changing: five generations all working together, Millennials outnumbering the retiring Baby Boomers, and by 2020, 50% of the global workforce will be Millennials. We also know, as talent development professionals, that our workforce has a keep focus on generational challenges and issues. And yet, most organizations have not shifted

from focusing on challenges to leveraging those differences.

Join us in September to hear three of our West Texas ATD Board Members share what they learned at the May ATD Conference & Exposition on Millennials. Let's discuss how this generation can be leveraged through talent development.

The presentation will be held from 11:30AM – 1:00PM at the Knipling Education Center, located inside Covenant Medical Center on 21st Street and Louisville Avenue.

Register for this workshop at:

<http://westtexas.astd.org/event-2298654>

A Penny for Your Thoughts



When it comes to group activities, people tend to shy away from involvement if they are not familiar with those in the group.

Icebreakers are a great way to generate involvement, increase the level of comfortability within the group, and give participants the opportunity to meet one another.

Keep icebreakers simple so that all participants can enjoy the activity.

This icebreaker not only gives participants the opportunity to learn more about one another, it also causes them to recall a fun memory from their past.

Each person is given a penny that is dated within the past 10 years. Divide the room into small groups of 6-8 people and ask each person to share with their group a memorable event that occurred in their life during the year marked on the penny.

After everyone has had a chance to share, ask participants to pair up with a partner and then they will introduce one another to the entire group by sharing their partner's name, date on their penny, and memory from that year.



“Training is everything. The peach was once a bitter almond. Cauliflower is nothing but cabbage with a college education.”
- Mark Twain

In Case You Missed It...

Did you miss out on the June or August ATD meetings? Did you attend and wish you could pass the information along? You're in luck!

You can find information for these presentations in the Premium Content under the Members-Only section of the West Texas ATD website along with many other archived presentations.



Presented by David Crews
President & Executive Coach
-Spirit Ranch



Presented by Shane Shepherd
-Tyler Technologies

Meet a Member - Angelica Ramirez



What is your professional role?

I am a the Training and Development Specialist for United Supermarkets. My role is to ensure that our team members in the Lubbock area are trained and in compliance.

What led you into the talent development field?

I have always had a passion for recruiting and training. Prior to my current role, I was a Talent Management Coordinator.

Knowing that I get to be a part of growing our team members is really great.

How did you get involved in ATD?

Our whole training team is a part of ATD, so being a part of the team is how I got involved.

How has ATD been of value to you professionally?

Being a new member, I've only had the opportunity to attend one meeting, however, I really

enjoyed it! I am looking forward to growing in my current role and learning more as an ATD member.

Interested in becoming an ATD member? See membership details on page 4.

Bring a friend!

Don't come alone! Bring a friend to the next ATD meeting to see what we're all about!

When you bring a first time guest, we'll cover the cost of their attendance and lunch.

Please ask a Board Member if you have any questions.

Fold, Cut, and Repeat

A picture is worth a thousand words, and we know that strong illustrations help drive home a point in a way that words can't. Fold, Cut, and Repeat is a great visual that helps reinforce the importance of strong communication and feedback in the workplace.

To complete this exercise, you will need one sheet of paper and a pair of scissors for each participant. Explain that they need to follow the instructions you are about to give them without talking or looking at what the others in the room are doing. They can ask no questions and they cannot receive any help.

Give the group the following instructions, allowing them time to complete each one as you read it:

1. Fold the piece of paper in half.

2. Cut off the top right corner of the folded paper.

3. Fold the paper in half again.

4. Cut off the top left corner of the paper.

5. Fold the paper in half again.

6. Cut off the bottom right corner of the paper.

7. Fold the paper in half again.

8. Cut off the bottom left corner of the paper.

9. Unfold the paper.

Ask the participants to hold up their piece of paper and see if any of the pieces match. Have the group note the differences and similarities between the sheets of paper.

Once you've had time to review

the differences and similarities, open up discussion by asking the following questions.

1. Why did some sheets of paper look different from the others?
2. Were the instructions given by the instructor clear enough? What was missing?
3. Why is feedback so critical in communication? What happens if feedback is missing?



West Texas ATD CHiP Code

One way to support our West Texas Chapter is to enter our Chapter Incentive Program "ChIP Code" when purchasing any items in the ATD Store. <https://www.td.org/Store>

The Chapter Incentive Program (ChIP) is a revenue-sharing program that offers chapters an opportunity to earn additional revenue. Through ChIP, our chapter can

earn dollars from ATD programs and services. Every person that uses our ChIP code when making an online purchase on the ATD Store will be contributing to our chapter's financial health, further enabling us to accomplish the West Texas Chapter mission.

The West Texas Chapter ChIP code is 7045.





West Texas ATD
<http://atdwesttx.org/>

**Serving West Texas
Learning Professionals**

West Texas ATD is an organization dedicated to the talent development needs of the West Texas Region.

Technology

We embrace current technology and use it to enhance our position as a talent development organization.

Collaboration

We are the consummate “connectors” in all we do

Sustainability

We focus our energy on building talent to create a sustainable future

Resource

We serve as the “Go To” resource for West Texas talent development professional.

Become an ATD Power Member

Combine the support and networking opportunities you receive from your ATD chapter with the resources of ATD membership to become an ATD Power Member.

When you join your ATD Chapter and ATD, you choose to be a knowledge leader in the talent development profession and a change maker in your own backyard.

Power Membership offers member twice the support, twice the resources, and twice the networking than just one membership.

Some of the perks received by Power Members include:

- Industry Leading Content
- Career-advancing educational programs
- Network with over 40,000 members
- New from TD Magazine, e-newsletters, and webcasts
- Member discounts in the ATD store and more!

Visit www.td.org/membership to join ATD or renew your national membership. Be sure to enter the chapter's ChIP code at checkout to receive your Power Member discount!

