

ASTD EXPO 2004 & NOVEMBER 16, 2004

THE FIELD GUIDE TO THE TRAINING JUNGLE

KEYNOTE SPEAKER: TIM URSINY, Ph.D.
*Author of **A Coward's Guide to Conflict***



**American Society for
Training and Development**



7:45 a.m. - 4:00 p.m.
Alverno Conference Center
3400 South 43rd Street
Milwaukee, Wisconsin



THE COWARD'S GUIDE TO CONFLICT: EMPOWERING THOSE WHO WOULD RATHER RUN THAN FIGHT

Conflict in the workplace—it's a jungle out there! When we encounter conflict, for many of us, our first instinct is to run fast, like a cheetah, or stick our heads in the sand like an ostrich (even though they really don't do that!!). Conflict is such a dirty word — but does it have to be? Tim Ursiny feels that conflict is cleaner than we think. Surviving in the corporate jungle takes the ability to spot, understand and resolve conflict. In this interactive session you will learn major sources of conflict in a corporate setting along with practical techniques to help you move from conflict to collaboration.

TIM URSINY, PH.D., is the CEO and Founder of Advantage Coaching & Training. He is an Executive Coach specializing in helping executives and their teams reach peak performance in both their professional and personal lives. He is a certified Business Coach and Registered Corporate Coach and has coached hundreds of professionals at every level of management. Tim is the author of several articles and books. In his latest book, *A Coward's Guide to Conflict* (included in the program price), Dr. Tim Ursiny helps you to:

- Make conflict less frightening... quickly!
- Avoid the top 10 mistakes made when dealing with upset people
- Build your knowledge, skills and confidence
- Discover 5 communication styles that we all use in conflict

I-A

JUNGLE COACHING: FROM SURVIVING TO THRIVING

Don't become an endangered species! If you enjoyed what you heard in the keynote, this is your chance to put these conflict resolution principles—your survival tactics—into practice. **TIM URSINY** asks the following questions:

- Does your organization have a coaching culture?
- Are people surviving or are they thriving in the workplace?

In this highly experiential session we will explore the philosophy and practice of coaching in the corporate setting. So come ready to coach and be coached by your peers!



I-B

CREATING A HEALTHY CULTURE: FIVE CORE CULTURE SHIFTING TOOLS

Just like the real jungle is its own unique culture, corporate culture is a powerful hidden driver of organization decisions, actions and results. Join this session to explore the characteristics of a healthy culture and to experience an innovative technique for assessing the current “invisible” cultural norms in a team or organization. Learn the 5 key levers for cultural transformation and how they have been used in large organization culture change initiatives.

CONNIE MEYER is the Founder and President of Performance Partners. Connie has also worked in a number of executive roles, including Director of Organization Development at Freddie Mac, Director of Quality in a Johnson & Johnson Company. She has completed over 540 consulting projects related to executive development, transitions, team building, strategic and cultural initiatives.

She has developed and had published over 45 training programs and manuals for Quality Improvement, Process Improvement, Leadership, Team Development, and Performance Management.

I-C

UNTANGLING THE VINES: PERFORMANCE CONSULTANTS GUIDE TO MOVING FROM THE OUTSIDE IN

Are you an internal or external performance consultant assigned to a new project? Through an interactive and satirical demonstration, we will explore the skills you need to:

- Work in partnership with your client to create a project goal analysis;
- Build relationships to gain trust;
- Become a valued team member including how to develop a line of questioning to uncover overall project goals and objectives;
- Involve clients in the process to develop joint ownership,
- Work collaboratively to build trust and strengthen relationships; and
- Respect the knowledge and expertise of all team members.

NANCY M. GIERY, CPT, is the owner of the Working Force, Inc. — a performance improvement firm specializing in the introduction of new products, services and processes. She has 15 years of experience in analysis, design and development, management and implementation of performance improvement solution. Nancy received a performance-based certification granted by the ISPI (International Society for Performance Improvement) in August 2002.

12:00	BREAK
12:15	LUNCH, EXHIBITS, and BOOKSIGNING
1:30	SHOWCASE 2

2-A

SWINGING THROUGH THE E-LEARNING JUNGLE

Explore the key principles for designing sound online courses and useful strategies for facilitating an interactive, collaborative web-based learning environment. Navigate through the fundamentals of course development and facilitation, nuances, capabilities, and challenges of web-based learning.

HEIDI SCHWEIZER, PH.D., is an Associate Professor in the School of Education and Director of the Center For Electronic Learning at Marquette University in Milwaukee where she pioneered the implementation of high quality web-based graduate courses. Dr. Schweizer's book, *Designing and Teaching an On-line Course: Spinning Your Web Classroom*, outlines the research and implementation strategies for creating web-based learning environments.

RICHARD SCHAFFER, PH.D., is Vice-President of Leadership OnLine and JobSightUSA and the past Director of Training Development for UW Learning Innovations at the University of Wisconsin. Dr. Schaffer directed the research effort that provided the foundation components for curriculum development and course design for UW System, University of Wisconsin System-Small Business Development Centers, and the UW Learning Innovations Center. He also was responsible for designing the training and faculty development model and content for UW System Faculty while at Learning Innovations.

2-B

TAMING THE TRAINING TIGERS: POLITICS, MEASUREMENT, AND METRICS

Want to take the mystery and pain out of evaluating training programs and projects? Tired of abandoning training evaluation because it is too costly or the results couldn't be measured? This session is for you! Master the politics of measurement and how to use measurement tools, and evolve into a metrics smart professional.

JUDITH HALE, PH.D., CPT, is the author of *The Performance Consultant's Fieldbook, Performance-Based Certification, Performance-Based Evaluation, and Performance-Based Management: What Every Manager Should Do To Get Results*. She has been a consultant to management in the public and private sectors for over 25 years. She specializes in needs assessments, certification programs, evaluation protocols, and the implementation of major interventions.



2-C

FROM HERE ...TO THERE...TO WHERE? A PRIMER ON USING STRATEGIC PLANNING TO SWASHBUCKLE THROUGH THE TRAINING JUNGLE

Know the difference between SWOT and Ansoff's Matrix? If not, learn some basic concepts of Strategic Planning and Positioning and be introduced to some strategic planning models like SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis, Porter's Generic Model and Ansoff's Matrix.

Gain a framework for understanding strategic planning and models to apply to your organization's strategic planning initiatives. You will also become familiar with Positioning and be able to apply concepts to differentiate your business, product or service offering.

PAUL J. GIBLER, MBA, "the Web Chef," **CONNECTINGDOTS**, is a consultant, professional speaker, and trainer providing clients recipes and ingredients to maximize their marketing and communications effectiveness. Paul has spoken online and around the country for local, regional and national associations and corporations including the AAF, ASTD, CUNA, CUES, Econoprint, IABC, MCAI, SME and UW Madison Executive Education program.

2-D

MARK YOUR ETHICAL TERRITORY!

An experienced panel that includes an ethics trainer, professional communicators and corporate officers will unveil the secrets of how to travel through today's complicated corporate ethics jungle. All attendees participating in this session will have the opportunity to ask questions and will leave with a clear "roadmap" on navigating ethics territory.

PATRICIA CLASON, who will lead this adventure, is a Milwaukee-based registered corporate coach, trainer, author and TV & radio host. Panelists **MICHAEL BEIGHTOL** and **RAY LEWIS** are seasoned communications pros who have followed the tradewinds to deliver valuable communications counsel and services to a wide variety of corporations and organizations. They will be joined by representatives from the corporate world who will share their insights on ethics, training and communications.

Michael and Ray are directors with Human Capital Communications Group, a consultancy that specializes in developing and delivering ethics messages in all areas of corporate communications. Patricia is the founder of the Center for Creative Learning, an organization founded in 1983 that provides professional and personal development programs, including a specialization in ethics training. Questions may be emailed in advance to the ASTD office at astd@globaldialog.com

3:00	BREAK and MOVE INTO CLOSING SESSION
3:15	CLOSING SESSION

THE FIELD GUIDE TO THE TRAINING JUNGLE

Keynoter

Tim Ursiny, Ph.D., CBC, RCC

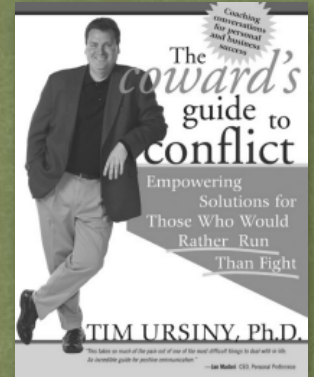
Plus 7 breakout sessions,
exhibits, networking
opportunities and more!

NOVEMBER 16, 2004



DR. TIM URSINY is the founder and CEO of Advantage Coaching & Training, LLC. He is an executive coach and trainer who specializes in helping individuals reach peak performance and greater life satisfaction. His areas of expertise include team building, conflict resolution, coaching skills, and building maximum confidence. He received his undergraduate degree from Wheaton College and his doctorate in psychology from Northern Illinois University.

Dr. Tim has published several videos and workbooks on the topics of coaching, conflict resolution, and motivation in the workplace. His most recent book, *The Coward's Guide to Conflict*, was published by Sourcebooks, Inc., and is currently in its third printing. He is frequently quoted in such newspapers and periodicals as the *Washington Post*, *Chicago Tribune*, *San Francisco Chronicle*, and *People Magazine*. He has also appeared on ABC radio, CNN radio, NBC news, and VH-1 News. His next book, *The Confidence Plan*, will be released in early 2005.



If the addressee is no longer with your organization, please forward this to the staff person in charge of training and development.

ASTD
SOUTHEASTERN WISCONSIN
Linking People,
Learning & Performance
P.O. Box 803
Pewaukee, WI 53072-0803

Slip this in your planner

Nov 16, 04



ASTD EXPO 2004 — ALVERNO CONFERENCE CENTER	
7:45	REGISTRATION AND EXHIBITS
8:30	KEYNOTE SPEAKER TIM URSINY THE COWARD'S GUIDE TO CONFLICT: EMPOWERING THOSE WHO WOULD RATHER RUN THAN FIGHT
10:00	BREAK, EXHIBITS AND MOVE TO ROOMS
10:30	SHOWCASE I 1-A JUNGLE COACHING: FROM SURVIVING TO THRIVING 1-B CREATING HEALTHY CULTURE: FIVE CORE CULTURE SHIFTING TOOLS 1-C UNTANGLING THE VINES: PERFORMANCE CONSULTANTS GUIDE TO MOVING FROM THE OUTSIDE IN
12:00	BREAK
12:15	LUNCH, EXHIBITS AND BOOK SIGNING
1:30	SHOWCASE 2 2-A SWINGING THROUGH THE E-LEARNING JUNGLE 2-B TAMING THE TRAINING TIGERS: POLITICS, MEASUREMENT, AND METRICS 2-C FROM HERE... TO THERE... TO WHERE? A PRIMER ON USING STRATEGIC PLANNING TO SWASHBUCKLE THROUGH THE TRAINING JUNGLE 2-D MARK YOUR ETHICAL TERRITORY!
3:15	BREAK AND MOVE INTO CLOSING SESSION
3:30	CLOSING SESSION

For more information or to register online, see the meetings page of www.sewi-astd.org

[Field Guide](#) [Details](#) [Go](#)

THE FIELD GUIDE TO THE TRAINING JUNGLE ASTD EXPO 2004 • NOVEMBER 16, 2004

PLEASE PRINT NEATLY.

NAME _____

ORGANIZATION _____

TITLE _____

MAILING ADDRESS _____

CITY/STATE/ZIP _____

E-MAIL ADDRESS (REQUIRED TO RECEIVE A CONFIRMATION) _____

DAYTIME TELEPHONE NUMBER _____

SESSION CHOICES. CIRCLE ONE FOR EACH SESSION. SEE CODES ABOVE.

SHOWCASE 1 I-A I-B I-C

SHOWCASE 2 2-A 2-B 2-C 2-D

MASTERCARD/VISA #: _____

EXPIRATION DATE _____

NAME AS IT APPEARS ON CREDIT CARD _____

MAIL TO: ASTD EXPO, PO BOX 803, PEWAUKEE, WI 53072-0803
PHONE: 262-523-4415, FAX: 262-523-4418. OR REGISTER ON LINE AT WWW.SEWI-ASTD.ORG

Pay by credit card (Mastercard or VISA) or check payable to SEWI ASTD for:

SEWI ASTD members
\$129 by October 27
\$159 if postmarked after October 27

Non-members
\$149 by October 27
\$179 if postmarked after October 27

Bonus: Each ticket includes a copy of the best-selling book, *The Coward's Guide to Conflict*, by Tim Ursiny, keynote speaker!

Invest in yourself... Become a new member of SEWI-ASTD by adding just \$70 to the non-member rate to receive a valuable full-year membership. You save \$30! **Offer expires November 30, 2004.** Available for Expo attendees only!

Organizations – Save even more!
Purchase by October 20, 2004.

Block ticket prices:
5-9 tickets per organization @ \$115 each
10 or more tickets per organization @ \$110 each

Please indicate the names of attending participants and submit registration forms together.

Cancellations: Accepted through Wednesday, November 10, 2004.

ASTD EXPO 2004 • MAP & DIRECTIONS

ALVERNO CONFERENCE CENTER

Alverno's campus, just 15 minutes from downtown Milwaukee and General Mitchell International Airport, is easily accessible.

3400 S. 43th Street (43th and Morgan Ave.), PO Box 343922, Milwaukee, Wisconsin 53234-3922 • 414-382-6000

Enter via the college's new main entrance on 43rd Street (two blocks north of Morgan). Follow the drive to the Teaching, Learning, and Technology Center (a round rotunda building), which houses the Alverno Conference Center. There is ample parking in front of the building and further down the drive.

FROM CHICAGO

Take I-94 north to Milwaukee. Exit on Holt Ave. and proceed west to 43rd St. (Holt Avenue becomes Morgan Ave.) Turn right (north) on 43rd St. and you'll see the college's new main entrance 2 blocks north of Morgan Ave. on your right.

FROM GREEN BAY

Take I-43 south to Milwaukee. Proceed to I-94 toward Chicago. Exit on Holt Ave. west and follow directions above from Chicago.

FROM MADISON

Take I-94 east to Milwaukee to 894, exit on Loomis Road. Proceed northeast (left) on Loomis Road to 43rd St. Turn North (left) on 43rd St. and proceed to the main entrance of the college, just north of Morgan Ave. The college will be on your right.



Design by:

Harvest Graphics

Desktop Publishing • Editing • Design

5830 South 92nd Street • Hales Corners, Wisconsin 53130

414-427-3776 • pplync@starmax.com

THE FIELD GUIDE TO THE TRAINING JUNGLE

