



NEOASTD Newsletter

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This newsletter is a publication of Northeast Ohio ASTD

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Training is useless unless you have a purpose, it's knowing for what purpose to train for that can break men's fulfillment.
- Anonymous

Understanding the Internet
[What is a Blog?](#)

A blog is often a mixture of what is happening in a person's life and what is happening on the Web, a kind of hybrid diary/guide site, although there are as many unique types of blogs as there are people.

People maintained blogs long before the term was coined, but the trend gained momentum with the introduction of automated published systems.

How do Blogs work?

Blogs are powered by simple yet versatile software tool that lets you post new items from your Web browser with one click. The software tool automatically builds your site, organizes and archives your posts, and publishes your content -- you don't need to know HTML, FTP, or graphic design. All you need to do is install whatever software you choose and begin publishing. You can publish written text, links, photos, documents, and more with just a single click of your mouse.

What is a corporate blog?

Today they are published as micro sites and are being used by companies as a communication tool. They reflect the thoughts and opinions of the author. They can be written by the CEO or someone within the organization. Blogs should be updated regularly at least three times a week. Are characterized by frequent updates, an informal tone and many links to other blogs and web sites. A corporate blog is intended to assist in reaching the goals of that business.

Should your business blog? Business blogging helps a company build a profile and become a thought leader. By offering your opinion and sharing your knowledge, you will position yourself and your company as a thought leader in your industry. A corporate blog creates an informal environment

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NEOASTD March 16th Meeting Recap Training Tips, Tricks and Traps

On March 16th the Akron Chapter of ASTD participated in a workshop titled, "Training, Tips, Tricks and Traps" presented by Kordell Norton.

Norton, who usually works with organizations who want to create strategic plans, or who want to grow their business through sales and customer service efforts, put on a different hat. Drawing on his years of experience as a speaker, trainer and consultant he shared tricks and practices that could be used in various training activities. "As I get involved with more speaking in conventions and conferences, in addition to my seminars and workshops, I am impressed with all the little insights you pick up over the years. How to incorporate humor, getting the audience involved and keeping things moving fast while making a lot of the logistics of the event transparent to the participants" indicated Kordell.

Some of the areas he covered were:

- PowerPoint – things to avoid in creating a PowerPoint presentation. Too many words, backgrounds that are too dark, and not incorporating graphics.
- Flipcharts – he showed ways to pre-create visuals that are eye popping and can also double as cheat sheets for items to be covered in the program,
- Evaluation Forms – how to use these as marketing tools and a way to remind the audience of what they covered and learned.
- Humor – where to find it, how to develop it and how to use it. Kordell shared a quote that is used often by professional speakers, "Do you have to use humor in your presentation? Only if you want to get paid".



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- Experiences – Kordell shared some insights on how the training experience must be moved to a higher level of energy and more focused on getting results. Sharing information from his forthcoming book he covered some of the elements that are a must as the participants create their own training events.

“Great organizations require more participation and input from their employees these days” said Kordell. “The ability to get others involved in your training and at the same time develops their skills often means using some great training tricks and tips”.

There was conversation by several members after the presentation, encouraging Kordell to include these materials in his day to day work with HR and Training Departments. Speaking humorously about the high energy level of the evenings presentation, ASTD member David Carl said, “Kordell is one sick puppy, but I would go to *any* class or meeting that he is involved in”.

Kordell Norton can be reached at:
www.KordellNorton.com



Public Service Article

Recognizing when a person is having a stroke

During a BBQ a friend stumbled and took a little fall - she assured everyone that she was fine (they offered to call paramedics) and just tripped over a brick because of her new shoes. They got her cleaned up and got her a new plate of food - while she appeared a bit shaken up, Ingrid went about enjoying herself the rest of the evening. Ingrid's husband called later telling everyone that his wife had been taken to the hospital - (at 6:00pm, Ingrid passed away.) She had suffered a stroke at the BBQ - had they known how to identify the signs of a stroke perhaps Ingrid would be with us today. It only takes a minute to read this.

A neurologist says that if he can get to a stroke victim within 3 hours he can totally reverse the effects of a stroke...totally. He said the trick was getting a stroke recognized, diagnosed and getting to the patient within 3 hours, which is tough.

RECOGNIZING A STROKE



Don't forget to visit the Cleveland ASTD Chapter at: <http://www.astdcleve.org/>



Akron Society for Human Resource Management <http://akronshrm.org/>

Remember these "3" steps. Sometimes symptoms of a stroke are difficult to identify. Unfortunately, the lack of awareness spells disaster. The stroke victim may suffer brain damage when people nearby fail to recognize the symptoms of a stroke.

Now doctors say a bystander can recognize a stroke by asking three simple questions:

1. Ask the individual to SMILE.
2. Ask him or her to RAISE BOTH ARMS.
3. Ask the person to SPEAK A SIMPLE SENTENCE (Coherently) (i.e. It is sunny out today)

If he or she has trouble with any of these tasks, call 9-1-1 immediately and describe the symptoms to the dispatcher.

After discovering that a group of non-medical volunteers could identify facial weakness, arm weakness and speech problems, researchers urged the general public to learn the three questions. They presented their conclusions at the American Stroke Association's Annual meeting last February. Widespread use of this test could result in prompt diagnosis and treatment of the stroke and prevent brain damage.

BE A FRIEND AND SHARE THIS ARTICLE WITH AS MANY FRIENDS AS POSSIBLE, you could save their lives. Article by Linda Duff NEOASTD Membership Chair



QUICK TIP OF THE MONTH by Susan Aldrich

Time Management:

Never underestimate the power of the little kitchen timer! Yes, the kitchen timer. You need to move that useful tool into your office. Time tends to get away from us and before we know it the day is done and we are tired and over baked, burned out and cooked to a crackly crisp. Below is a list of quick and useful ways to get more use out of your kitchen timer.



1. Set the timer for 15 minutes at the beginning of your day and plan, prioritize and schedule your work
2. Set the timer for 10 minutes at the end of every day and spend it cleaning up and organizing your desk
3. Set the timer for 30 minutes for your next meeting
4. Set the timer for 15 minutes and return all your phone calls at once
5. Set the timer for 20 minutes and take a power nap
6. Set the timer for 1 hour and clean out a closet, desk or cabinet-stop when the timer goes off.
7. Set the timer for 30 minutes and read that important business book, article or trade journal you've been planning on reading
8. Set the timer for 20 minutes and ride that exercise bike, treadmill or elliptical
9. Set the timer for 1 hour and work on that book you've been planning on always starting (I go to Panera's and totally get away from distractions)
10. Set the timer for 20 minutes and do nothing!

Would you like to write an article for the NEOASTD Newsletter? We are always looking for fresh perspectives and ideas to publish. If you are interested please contact millerg@sgstool.com

We look forward to seeing you at our next meeting.