



August 2009

Issue 17

Welcome to the August issue of Train-Ease Times. You will find helpful tips and tricks of the industry, current projects, upcoming events in the area and much more!

### Save the Date!

#### Workplace Learning and Performance Conference Scheduled for October 13th



Join the Columbus Chapter of the American Society of Training and Development as we sponsor the 2009 Workplace Learning and Performance (WLP) Conference. "The Future of Workplace Learning and Performance" will be held on Tuesday, October 13, 2009 at The Center of Science and

Industry (COSI) from 8:30 AM to 4:00 PM. This year's annual conference will include interactive educational sessions and vendor demonstrations with experts from within the industry featuring the latest products and services in performance improvement, organizational development, instructional design, employee recognition, technology, and more.

According to Amy Ocean, Central Ohio ASTD Chapter President, "This is the one ASTD event you don't want to miss! You will have the opportunity to learn about topics such as using Web 2.0 technologies in the learning and performance field, mobile learning, and justifying the value of training in today's economy. I encourage you to take advantage of the networking opportunities and also learn about how you can create a personal brand. Remember to plan some time to have a little fun with us at COSI while you are there!"

One of this year's keynote speakers is Andrea Gappmeyer from the

**Carrot Culture Group**, a division of O.C. Tanner. Andrea will address the top drivers of engagement: how organizations teach managers to use a concept as

### In This Issue

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**Mobile Usage Study**

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### Watch Out Wi-Fi, There's a New Kid in Town



There's Wi-Fi; there's cellular data, and then there's WiMAX. Worldwide Interoperability Microwave Access (WiMAX), also known as IEEE 802.16e, could be the new wireless technology conductor of the future. Some even believe that Wi-Fi and cellular data will be completely wiped out by laptops being sold with WiMAX as commonly as they are sold

simple as appreciation to create a sense of opportunity and well-being and how to build trust and pride in the organization. She will also present data that connects appreciation with the "basic 4" of good leadership - goal setting, communication, trust, and accountability.

Don't miss out, register today! Take advantage of

**Early Bird Registration** now and receive a discounted rate. More information will be coming soon as we move closer to October 13th. We look forward to seeing you there!

## Mobile Video Viewers and Mobile Internet Usage

Have you wondered who spends more time using their mobile device than they do their computer? According to a study from Transpera, the majority of US mobile users who watch mobile video at least once a week lead this category of users. The results of this study may amaze you:



- 78% rely on their mobile phone for up-to-the-minute information
- 71% prefer to receive information via mobile-internet
- 58% get more of their news from the mobile phone than any other source
- 50% spend more time away from computers than in front of them

What does this study reveal about consumers?

A new class of media users is utilizing the mobile internet to supplement or completely replace their previous methods of media use. Also, this group has greater expectations of types of training being provided and its flexibility to be done anywhere at anytime. With 50% of users spending more time away from computers than in front of them, this is a golden opportunity to implement mobile learning in your organization. If you would like more information on mLearning or how Train-Ease can help your company with its mobile learning initiatives, contact Rick Willimott by

**email** or by phone at 614-351-7400.

with Wi-Fi interfaces today.

The key difference in such technology is the ability to get online anyplace that you receive cell-phone service, even on the road. WiMAX should reach as far as the range of a cell-phone tower signal (several miles) unlike Wi-Fi, which has trouble getting down the street. This means that it is very probable that with WiMAX, you would be able to drive from the east coast to the west coast without interruption to your wireless capabilities.

With good, must come bad. There are cons to WiMAX technology starting with the price of service. Unlike free Wi-Fi hotspots at local coffee shops and airports, WiMAX will not be a free service. Just as data plans are offered on cell phones, a subscription through your cell phone carrier will most likely be offered. The speed will also vary depending on local conditions, the distance from the base station antenna, and how much bandwidth the local carrier has decided to use.

Some predict that within two to five years that WiMAX will be common in all major US cities. Sprint is currently the leader in this endeavor by building in Baltimore and WashingtonD.C. already. Keep your eyes open in your neighborhood as the new kid in town makes its debut.

## August Event

**ROI (Return on Intelligence)**

## Did You Know...?

According to a recent survey conducted by The MASIE Center:

**62%** of organizations are experiencing a reduction in their learning budgets.

**79%** of respondents say that travel budgets were depleted, driving eLearning and online meeting usage.

**51%** said that organizations are doing more eLearning than ever before.



Thursday, August 20th  
11:30am - 1:30pm

**Progressive Medical**

## Is Your Networking Not Working?



Few people truly enjoy the task of networking. To many it's more of a job than that of a thrilling experience to look forward to. With unemployment at the highest rate in years, networking is one opportunity that should not be so easily dismissed. You may be job hunting or just interested in what is being offered, but making and maintaining contacts is vital today to secure your future.

Follow these techniques for a more pleasant networking experience:

### At Events

#### **Scope the Scene**

Find out who will be attending the event by asking the organizer to email you the RSVP list or check the registration list when you arrive. By finding someone you know, you can warm up the conversation, then move on and mingle.

#### **Don't Fly Solo**

Invite a colleague or a friend that has the same interest in networking. This person will push you to meet people and can talk you up a bit.

#### **Be Early**

Arrive when there are less people there and you can start up your own conversation with someone. If you arrive later, you will walk into a large group of people and feel like you are joining a conversation that may not involve you or your interests.

### One-on-One

#### **Keep in Touch**

Central Ohio ASTD presents "ROI (Return on Intelligence)" at August's event. ROI provides three tools that enable managers, trainers, and designers to easily:

**Assess the organizational culture needed for sustainable success**

**Determine the critical success needed to support the organizations future direction**

**Identify individual/group brain resources**

In this program you will work with tools to assess your personal brain profile, job profile, organization's profile, and your management skills. Using these brain based tools enables the training function to align individuals/jobs and organization culture to measurable increased productivity and sustainability.

**Fact:** Employee's brains are the largest untapped productivity resource available to organizations.

**Fact:** Organizational culture is the #1 determinant of an organization's success or failure.

Stay in touch in good times and bad. If you get out there when you aren't in need of help its easier it get your call returned when you are.

### Go to Lunch

Networking is not a constant set of interviews. It is an ongoing process of building trust with people, as well as just getting to know someone.

### Give to Get

Be willing to help someone. Not only is it something that we all should do, but in the long run that person will remember that you helped them and feel the need to return the favor later.

These are great tips to get you out into the networking world and to create some great contacts. However, if you feel that you are in need of some reinforcement of these ideas, please contact Train-Ease by **email** or by phone at 614-351-7400 for more information on how our Executive Coaches can help motivate your career goals.

*Source: CNN Money*

**Fact:** Aligning the brain's preferences with the organizations needs increases productivity by 20%.

If you are interested in attending August's event, "ROI (Return on Intelligence)," please **register now** or for more information contact the COASTD event leader at 614-208-6370.



We look forward to your comments and suggestions. To submit ideas, questions or topics, please contact Train-Ease at 614-351-7400 or by **email**.

Happiness does not come from doing easy work but from the afterglow of satisfaction that comes after the achievement of a difficult task that demanded our best.

~ Theodore Isaac Rubin ~