



June 2009

Issue 15

Welcome to the June 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!

Featured Webinar

Mobile eLearning: Is the Future Here?

Cell phones, and iPods, and PDA's, Oh My!

Today these devices are part of our daily life and can provide opportunities to incorporate new ways of sharing information and learning within organizations...known as mobile learning.



Have you explored the possibility of learning beyond the classroom or computer?

Have you considered utilizing a mobile technology that most people are never without?

Cell phones, iPods, and PDAs are part of our daily life. These devices can provide opportunities to incorporate new ways of sharing information and learning within organizations, known as mobile learning.

Central Ohio ASTD is excited to partner with Train-Ease and webSolve to host a webinar on this exciting topic and growing trend. This event is open to all COASTD members and non-members.

In this webinar, you will learn:

- What mLearning is**
- How mLearning is currently being used**
- Steps you can take to implement mLearning within your organization**

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Efficient Training

Did You Know?

Efficient Company Training



The right training is healthy for your company. A well-trained employee is less likely to make mistakes, generate errors, and get hurt at work or waste materials. Teams with the right training perform more efficiently, require less supervision and are more likely to stay with your company. That means a healthier bottom line for your company.

Quality well focused and well delivered training is healthy for your employees. Good training helps employees do their jobs better, reduces waste and downtime, and prevents some of the common causes of workplace accidents. An employee whose training is up-to-date will be able to take advantage of advances in technology, current industry standards and new

Join us on Wednesday, June 24th from 11:30-12:30 EST for the mLearning webinar presented by Rick Willimott from Train-Ease and Jim Meaney from webSolve. Please contact the event leader to [register](#) or for more information on the event.

Adobe Connect information will be sent closer to the event date.

Mobile Marketing to Jump 26% in 2009



Have you experienced an increase in marketing to your mobile phone? If you haven't, you soon will see more SMS text campaigns, followed by mobile websites and mobile email marketing. The Mobile Marketing Association claims that mobile marketing budgets will jump 26% this year.

The mobile medium will grow from \$1.7 billion this year to \$2.16 billion in 2010, according to new research from the MMA. Half of brands and agencies polled by the group said they were experimenting with some type of mobile marketing.

The internet appears to be the medium with which marketers are most often integrating their mobile efforts. Mobile internet access increased 36% in the US last year, and the number of Americans (ages 13+) with mobile internet access is 18 million, according to Netpop.

Mobile advertising is believed to be effective in part because it reaches consumers on-the-go, shopping or engaging in other activities outside of their homes. A Universal McCann research study on smartphone usage patterns found that more than a third of high-use smartphone users respond to mobile advertisements.

The study found that smartphone users are:

- **Clicking on ads (53%)**
- **Requesting more information or a coupon (35%)**
- **Making purchases via their handsets (24%)**

If your company has not already created your own mobile website, the time is now. With the increase of mobile marketing through a variety of approaches you are soon to be left in the past without a mobile version of your company's website. Contact us by [email](#) for more information on how a mobile website can increase your company's marketability or how we can help you update, design, or redesign the mobile future of your site.

Source: Mobile Marketing Association

information on customer trends, and apply them effectively.

Good training is healthy for your customers, too. Staff members, who know how to do their jobs well will build a better widget, provide more appropriate customer care and offer higher quality service. That means happier, less stressed, less angry customer and healthier relationships between your staff and your customers.

The right training builds the structure your company needs to thrive. No matter how tight the budget may be, there are three basic kinds of training you just can't afford to miss.

Team Building Training

When a team works well together, the results can go far beyond what each member could do alone. But sadly, the opposite is also true. When a work team has problems with communication, project planning, coordination or trust, it can be disastrous. The amount and quality of work each member could do alone will be reduced by the energy they're spending on team conflict.

If your teams are spending more time arguing than doing, team building training is critical to the health and well-being of your department - or even the whole company. Do an assessment of your teams. Are they functioning effectively? Or are they in need of a big healthy dose of training?

Safety Training

It may not seem exciting, but basic safety training is the single most important type of training your company can do. A lot of companies are targeting this area of employee training for delays, reductions or even elimination, then finding out the hard way that accidents happen, and that missed training is now going to cost them big in OSHA fines and penalties. Now is the time to look carefully at your company's safety training program, including Material Safety Data Sheet information, forklift and heavy equipment training, lockout/tag out procedures and fall prevention. Make the necessary changes before an accident happens.

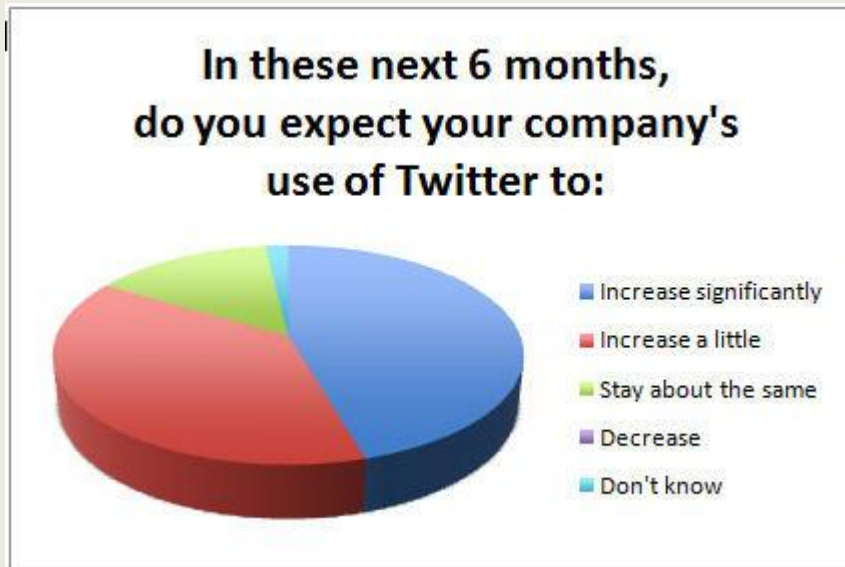
Harassment and Diversity Training

The third critical area of training is in diversity awareness and harassment prevention. With the downturn in the economy, claims for EEOC and harassment violations are way up. Whether it's a reaction to stress or a real phenomenon, you need to protect your company from these

Twitter to Move into Business Mainstream

More than eight in 10 Twitter users, most of whom represent small businesses, expect their company's use of the popular micro blogging tool to increase in the next six months, according to a recent, informal survey from MarketingProfs.

The survey revealed that Twitter is rapidly gaining acceptance among users as an important social media business tool. Not only do 84% of respondents say their company's use of Twitter will increase, 46% say it will do so by a "significant" margin.



Meanwhile, Twitter users say the micro blogging tool now ranks second only to company blogs as a valuable social-media business tool, MarketingProfs said. On a five-point scale, 41% of survey respondents say Twitter delivers "great value" to their company, ranking well ahead of LinkedIn (25%) and Facebook (17%). Corporate blogs rank at the top of the list with 52% saying the medium delivers great value.

"This data shows that Twitter users, typically early adopters, no longer think of Twitter as just a personal networking tool, but as something that can provide real value for their company or business," said Ann Handley, chief content officer for MarketingProfs. "Much like Facebook, Twitter is now moving into the business mainstream."

About the survey: The informal survey of Twitter users was conducted between April 11-14, 2009. It included a total of 213 completed responses, 66% of which were filled out by people with fewer than 50 people in their company. The rest of the breakdown: 101-1000 employees - 14.6%; 1000+ employees - 11.3%; 51-100 employees - 8%. The survey **results** (pdf) are part of a new MarketingProfs case study collection available to MarketingProfs premium members.

Source: MarketingProfs

costly lawsuits and labor law penalties.

Make sure your employees know what is and what is not allowed in their interactions with other employees, job applicants, vendors and customers. Teach your managers and supervisors what to do if they see evidence of discrimination or harassment, and how to handle employee complaints.

Taking a proactive stance and preventing problems before they occur are always more effective and economical choices than trying to respond to problems. The relatively small price of a good training program will save you problems down the road.

For help with your training needs contact Train-Ease at 614-876-7400 or visit our [website](#) today. Our trained instructional designers and developers can help your company create and implement useful and interactive employee training.

Training Time. "Got Training." Online posting. 03 06.2009.
<<http://www.trainingtime.com/npps/story.cfm?nppage=523>>.

Did you know...?

64%

**of HR executives
believe there is
more demand for
customer service
training.**

Source: T&D



Featured Event

Thursday, June 18, 2009
COASTD Social Networking Event



Thursday, June 18th
Marcella's (Polaris)
1319 Polaris Parkway, Columbus, OH 43240

Join us for networking in a casual atmosphere with other workplace learning and performance professionals from around Central Ohio. You're invited to join Central Ohio ASTD and Central Ohio Coaches (COC) for a social networking event. Training and coaching often go hand in hand, so get to know the members of these two great organizations!

COC is a member organization of the International Coach Federation. With 110 members, COC serves personal and business coaches by offering professional growth and business development opportunities, as well as creating public awareness of the profession and its benefits. From their online Coaches Directory to training events, COC is the premier resource for coaches, prospective coaches, and individuals or organizations interested in retaining a qualified coach.

COASTD is committed to workplace learning and performance. With about 150 members, COASTD serves the needs of trainers, educators, administrators, managers, researchers, and consultants in the human resources and organizational development fields. COASTD serves its membership through offerings such as live training and networking events, webinars, and the annual WLP conference. Members include independent consultants, employees in small and medium sized businesses, large corporations, government agencies, and universities.

Register today at COASTD's [website](#)!

We look forward to your comments and suggestions. To submit ideas, questions or topics, please contact Melanie Gaunder at 614-876-7400 or by [email](#).

"If you do things well, do them better. Be daring, be first, be different, be just."

~ Anita Roddick ~