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December 2013 LearningFlash

The Twelve Gifts of Learning

Somehow not only for Christmas but all the long year through, the joy that you give to others is the joy that comes back to you. And the more you spend in blessing the poor and lonely and sad, the more of your heart's possessing returns to make you glad.

-John Greenleaf Whittier

Russell Martin & Associates wishes you a joyful and peaceful holiday season.

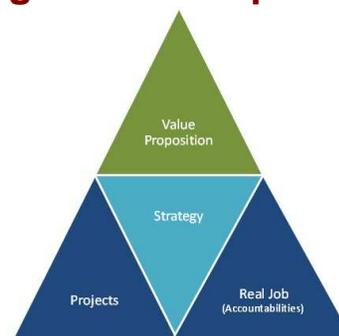
Twelve Gifts of Learning

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For the first gift of learning, RMA gave to me, **1 Strategic Plan Template**

This year we learned that we mistakenly spend too much time figuring out shiny new things to do (aka "Build It and they hardly ever come") **and not enough time working from our core value to our customers to create a courageous strategy and use that to trigger projects.**

As our holiday gift, we'd like to send you our template for moving from value to action. Email us for your copy pm@russellmartin.com or download it from our [virtual community](#).



For the second gift of learning, RMA gave to me, **2 Methodologies...**



The old adage 'there is no silver bullet' is still true. There is no methodology that will save a bad project or bad project manager. RMA would like to share with you a preview of our new [ASTD Essentials program](#), premiering in February 2014, titled **Combo Development: Blending, Agile, SAM and ADDIE** (I've counted the first two as one!) Sign up for this three part webinar series and learn how to Get Real with Terminology, Contrast and Choose Wisely the Best

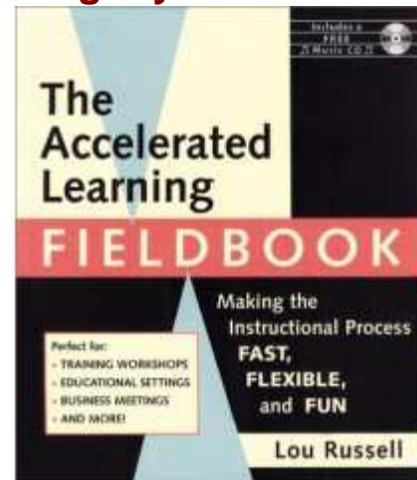
Methodology Combo and Apply Agile Influencing Skills to get projects done well. [Here's](#) a little analogy to get you started on the choices between ADDIE, SAM and AGILE.

For the third gift of learning, RMA gave to me, 3 Learning Styles...

In my first book, [The Accelerated Learning Fieldbook](#), I describe how the way people learn has to drive the design of the learning we deliver. The first step is honoring three different types of Intake Styles. Intake Styles are how people prefer to receive (not process) new information.

They are:

- **Visual** - Learn by seeing (ex. reading, sketching, viewing)
- **Auditory** - Learn by hearing (ex. listening to self talk or others)
- **Kinesthetic** - Learn by doing (ex. moving, emotional content, note taking)



In this book, I provide multiple activities (for face to face or virtual learning) that honor all three - it's not that difficult. For example, a webinar review activity could have students type a six word definition of leadership on the screen. The learners are typing (visual / kinesthetic) and reading (visual / auditory). For a bit more auditory, the facilitator could read as the typing is going on. If you'd like a public domain paper assessment for figuring out your Intake Styles, please [contact Brittney](#) or visit our [virtual community](#).

Until January 1st, use code **ALSHIP** to get free ground shipping when you order [The Accelerated Learning Fieldbook](#) from the RMA website's [e-store](#).

For the fourth gift of learning, RMA gave to me, 4 Hiring Guidelines...



Our successful customers have learned that hiring without a job benchmark is risky business. We think we're great at judging others but the truth is, we look through our own biases. Instinct is powerful when combined with an automated assessment matching the candidates to the job. Our TTI Trimetrix® HD benchmarking process contains 4 important parts of a job:

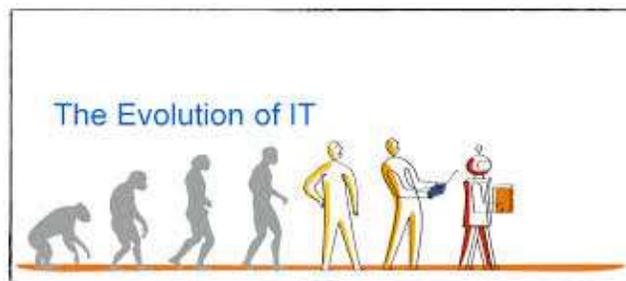
- Behavioral Strengths (DISC)
- Work Place Motivators (prioritization strategy)
- Competencies
- Business Acumen (savvy)

If your business needs to make smart hiring decisions in 2014, [view a free sample report](#) and see how you can mitigate your risk of choosing the wrong resource for your critical job.

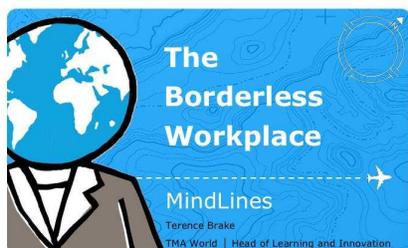
5 CEO's IT Priorities

For the fifth gift of learning, RMA gave to me,

I recently attended the 2013 [SIMposium](#) in Boston and found that all CIOs are looking for the best way to evolve their 'order taking' organization into a 'forward driving' engine, innovating business growth. [Info-Tech Resource Group](#) shared a model of the CEOs Hierarchy of IT Needs that clarifies the evolution IT must go through from the CEO's perspective. In this simple model, the research clearly differentiates between Basic Competencies (for example, Support the Business) and Innovative Competencies (Expand the Business). We have been working with CIOs this year to jump-start this kind of growth. [Check out our complete model including this hierarchy.](#) Contact [Brittney](#) to learn more about how Butler University CIO, Scott Kincaid, made this journey with us.



For the sixth gift of learning, RMA gave to me, 6 Borderless Thinking Questions



Work is different and it changes everything we do, not just how we get projects done. Terence Brake says "We have the new business game: boundaries disappearing, constant and unpredictable change, new competitors emerging all the time, unpredictability, complexity, and staggering ambiguity. To succeed in this new world, organizations must learn to be agile, innovative, technologically smart, and highly adaptable." How do people change the way they work to adapt to the new business game?

They can be called upon to work with anyone, anywhere, at any time and from any device—across a city, country or even across continents. Terence recently wrote [a free e-book](#) on the borderless workplace (available for free download). He shares:

Think honestly about how well you demonstrate a borderless way of thinking and doing. Here are six questions to get you started:

- Do I invest time in networking beyond my current work boundaries?
- Do I share my knowledge and ideas with others freely?
- Do I stay open to learning from anyone, anywhere?
- Do I create shared understandings across borders?
- Do I build and maintain trusting relationships over distances through technology?
- Do I practice both/and versus either/or thinking?

For the seventh gift of learning, RMA gave to me, 7 Stages of Growth...

One of our proudest accomplishments this year was to become certified in Growth Curve. Whether a team, organization or business, there are universal stages that enable or prevent growth. We've all experienced 'hitting the wall.' Here are the 7 Stages of Growth:

- Start-Up
- Ramp-Up



- Delegation
- Professional
- Integration
- Strategic
- Visionary



For each of these stages, there are specific challenges to move into the next stage, as well as leadership style and focus imperatives. [View the detailed model.](#) In 2014, overcome repeating barriers by applying Growth Curve to your team. [Contact Brittney](#) to learn more.

For the eighth gift of learning, RMA gave to me, 8 Holiday Survival Tips...



I love what our facilitator, Nadine Martin, shares as the definition of insanity- repeating the same actions and expecting a different outcome. There's probably no better example of insanity than what happens to us around the holiday time. Try these tips and *thrive* the holiday season:

1. Don't spend too much.
2. Don't entertain in a way that is more work than fun.
3. Don't have inflated family expectations.
4. Don't say "yes" to everyone.
5. Don't keep what you want from the holidays a secret from everyone.
6. Don't stay up past your bedtime if doing so leaves you a wreck.
7. Don't follow the crowds.
8. Don't forget to add a little spirituality in the holiday experience.

From http://www.huffingtonpost.com/2013/11/25/holiday-survival-guide_n_4163693.html

For the ninth gift of learning, RMA gave to me, 9 Ways to Learn Fun, Fast, Flexible Project Management competence ...

We want to say thank you to the roughly 2,000 learners who have improved their project success through one of our project management learning experiences in the last six years. Since [10 Steps to Successful Project Management](#) was published by ASTD in 2007, we have learned quite a bit and developed new ways to help improve your project management skills. Here's a quick list of all the ways RMA can help you learn:

- RMA customized PM [training for your team \(live\)](#)
- RMA customized PM [webinar series for your team](#)
- RMA professional organization (ex. PMI, ASTD, SHRM) workshop (partner with us!)
- [RMA public workshops](#) (live)
- RMA PM coaching / mentoring
- ASTD Certificate Program [Project Management for Learning Professionals](#) (public live, public online, in-house)
- Training Magazine Network Live+ Online Learning [webinar series](#)
- E-Learning Guild's 2014 [Learning Solutions Conference](#)
- RMA [e-learning modules](#) hosted by Open Sesame



In the holiday spirit, any RMA Project Management program scheduled prior to 12/20/13 to be delivered

before 2/15/14 will not have to reimburse travel expenses. [Contact Brittney](#) to schedule.

For the tenth gift of learning, RMA gave to me, 10 Multiple Intelligences ...



The most important question to ask your customer when asked to deliver a training / learning solution is this: "What will the learners be able to do after the learning that they could not do before?" The answer will generate learning objectives which are the metrics you need to measure the success of a learning experience.

To develop and design the best way for learning to occur requires the Multiple Intelligences developed by Howard Gardner. These ten Intelligences, which are preferences for processing new learning, are documented in [The Accelerated Learning Fieldbook](#) (see Gift 3 above). Regardless of the method or delivery technology, it is

critical to honor the unique preferences of every learner. Each person is likely strongest in three to four areas in the list below. Sounds impossible, right? It's not.

Use this list to audit the flow of your learning. If you miss one, spend more time on it in the next topic. Did the learners have the opportunity to process in at least one of the following ways:

- Intrapersonal - alone without interaction with others
- Linguistic / Verbal - with words
- Spatial / Visual - with pictures, charts, visuals
- Musical - with music to focus the brain
- Logical / Mathematical - with sequence, structure, organization
- Interpersonal - with others interacting and sharing
- Bodily / Kinesthetic - moving or experiencing interesting emotions
- Emotional - aware of and regulating their own emotions
- Naturalist - referencing natural surroundings
- Existential - aligning the learning with their sense of purpose

[Download a gift of a brief Multiple Intelligence assessment.](#)

For the eleventh gift of learning, RMA gave to me, 11 New Ideas for Learning...

We're excited to reveal a sneak preview of a few of our new ideas for 2014:

Bring your real project and work on completing these deliverables with the coaching of an expert facilitator and peers:

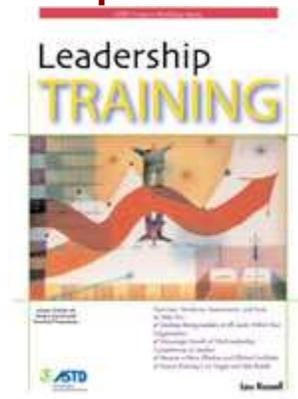
- The Project Charter Lab (1 day)
- Three-part webinar series: The Project Charter Lab
- The Project Schedule Lab (1 day)
- Three-part webinar series: The Project Schedule Lab
- Project Management Influencing Strategies (1 day)



- Three-part webinar series: Project Management Influencing Strategies
- IT Leadership Academy: a 10 month cohort, virtual and live leadership immersion
- Realistic Project Management templates
- A chapter on project management for Sales Managers in this new book: [The Art of Modern Sales Management](#), written by RMA facilitator Renie McClay, published by ASTD Press
- A chapter on project management for Learning Professionals in the [2014 ASTD Handbook](#) edited by tElaine Biech

[The first six are ready to roll.](#) The rest will be announced in 2014. As an early offer, RMA will schedule a maximum of ten workshops/webinars prior to 2/15/14 on the first three topics - The Project Charter Lab, The Project Schedule Lab, PM Influencing Strategies - for \$3500 each (list is \$ 5500) plus travel. [Contact Brittney](#) to get one of these on your calendar.

For the twelfth gift of learning, RMA gave to me, **12+ Leadership Competencies...**



Leadership is the secret sauce to everything - project success, staff alignment, successful hiring, customer engagement and employee joy. It's also often the last thing organizations want to spend money on. Clearly, there are leadership interventions that cost lots of money with little results. At RMA, we realize that leadership has to be **REAL** and **MINIMAL**, just like the way we approach project management. Lou's ASTD book, [Leadership Training](#), remains a top-selling how-to book, while the [IT Leadership Alchemy](#) book has proven to be a practical guide for IT leaders and even their customers.

We encourage you to set a goal to grow your leadership and the leadership of those who look to you as leader. To get started, [download a leadership competency template](#). Rank yourself (high, medium, low) on the sub competencies, then roll that up to each competency. Hand a blank copy to people who work for you and ask for their feedback. Use the feedback to compare your truths and set a plan to bridge the gap.

RMA has experienced leadership coaches and learning experiences to help you amaze people around you next year with the gift of leadership.

Give Brittney a call and see how we can help. 317-475-9311 x 3

December Contest

It is the season of BUYING and GIVING, so let's combine them. Amazon has started a great initiative called [Amazon SMILE](#). You can pick a charity that will get a percentage on ALL YOUR PURCHASES! Well, you were going to buy stuff anyway, right? We would love you to support our favorite charity, [Dayspring Center Inc. Indianapolis](#), but we're happy with whichever you prefer.

So how do you win our contest? Buy something and SNIP the result like this:

Amazon will make a donation to Dayspring Center Inc.
To support this charitable organization, always shop at smile.amazon.com

Thank you, your order has been placed.

An email confirmation has been sent to you. **New!** Sign up for delivery updates by text for this and future orders.

Order Number: **112-0666691-1838664**

Email this to pm@russellmartin.com. We will draw **five lucky winners** and in January you will win the Lou Russell book of your choice, absolutely free.

Also, a special congratulations to our November puzzle, randomly drawn, winner, Staci Clark. We had lots of correct answers, thank you to all who played!

Where's RMA Next?



Click on the link below to get more information about events or email bhelt@russellmartin.com with questions.

Dec 10 GTS MN IT Symposium Conference | [Register](#)

Dec 16 ASTD PM4LP 2 Day Workshop | [Register](#)

Dec 17 Free RMA Webinar: I'm Dreaming of A Shared Workload | [Register](#)

Jan 7 10 Steps to Successful Project Management at the Indiana Association of Rural Electric Cooperatives

Jan 9 Essentials of Leadership at St. Gobain

Jan 14 Free 30 minute RMA Webinar | [Registration Coming Soon](#)

Jan 15 McDonald's Operations Focused Performance

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