



The Creative Workplace Update

Editor: Bob Lucas

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Here is your free issue of our monthly newsletter, published jointly through Global Performance Strategies, LLC and Creative Presentation Resources, Inc. If you have not already subscribed, you can do so by following the instructions at the end of this publication. Feel free to forward a copy of this publication to friends, family and colleagues.

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**“Problems cannot be solved by the same level of thinking that created them.”
Albert Einstein**

Diverse Learning Styles for Teachers

© ***Michael Soon Lee***

As good teachers, we often survey the faces of our students for feedback and are delighted to see some of the people in our classes obviously enjoying our lectures. However, there are others who are constantly squirming in their seats and a few who have glazed looks on their faces. Whose fault is it that some of our students “just don’t get it”?

Many instructors assume that their preferred learning style is the same as that of their students. You will see why this is often not the case.

While we may believe that most people are comfortable with the preferred mode of communicating in America which is primarily verbal, we forget that there are students that have different learning styles. To ignore the impact of these differences in the classroom could be a fatal mistake, especially when teaching groups of students composed of a significant number of people from diverse cultures.

What are the different learning styles? There are four basic ways that people prefer obtaining information. In the United States, most classroom teaching is presented primarily aurally through lectures. However, research shows that only 30% of all audiences favor the auditory learning style. We must remember, however, that leaves 70% who prefer obtaining information in ways other than listening to lectures. Studies show that 30% of people prefer learning kinesthetically where hands-on experience helps make the learning stick. Some 20% are visual/verbal learners who learn best when information is presented in a written language format such as that which are found on the Internet or in books. Another 20% are visual/nonverbal learners who learn best when information is presented in a graphical format such as charts, graphs and on television.

So what does culture have to do with learning style? Over one-third of the average student body in the United States is composed of people from diverse cultures. In many areas and classes this number can be much higher. Studies show that Hispanics tend to be highly kinesthetic. “They tend to prefer hands-on learning such as structured group exercises and the use of drawings as opposed to listening or reading.” Asians tend to be much more visual than verbal because the Asian language is based on pictures. They tend not to perform well when the primary mode of instruction is verbal. Anyone who has spoken in Asia knows that speakers have to change to a much more visual mode of presentation when teaching in this part of the world.

The harsh reality for instructors is that if we do not teach using a “multi-modal” technique it becomes very difficult to connect with one or more of the learning style groups. Multi-modal teaching means using techniques that incorporate lectures with visual images of the concepts we are trying to convey, adding readings that students can refer to and using exercises or physical activities that reinforce the same point. The challenge in a diverse society is to provide information in a way that reaches all types of learners.

One of ways to reach more than one of the senses is not only to lecture but also use a visual verbal technique such as PowerPoint, making an effort to incorporate charts and graphs for the visual/nonverbal learners and add activities and games for the kinesthetic. While a challenge to develop, you can imagine that this can make for a much more interesting and engaging program for the audience and keeps the speaker involved as well. Visual/nonverbal learners will be quite happy reading the information from a book or on a computer.

A question that many teachers often ask is whether they can present in a multimodal format without detracting from their presentations. The answer is an unquestioned "yes". Studies show that multimodal programs are much more effective in conveying information than simply using a single learning style.

Other ways to make your classrooms more multimodal would include: group discussions, audio and video clips, pictures, roles plays, small group work, etc. The challenge is to smoothly integrate these media and activities into your programs. I think you'll find that they will add to the impact of your lessons and make your teaching more fun.

Michael Soon Lee provides training to salespeople who want to increase sales to multicultural customers both in the U.S. and abroad. Want to learn more about multicultural people and customers? Subscribe free to EthnoConnect™ News or check-out products that can help your business at <http://www.ethnoconnect.com/>.

Approaching Change

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One thing that seems to be constant in this day and age is change. We are all on a down escalator trying to go up. Stand still and you move backwards.

To survive and thrive, we must be prepared at a minimum to modify, adjust, adapt and then adopt. And worst case, we need to be prepared to throw everything out and start over.

Easy to say and tough to do. But change we must -- or face the consequences. The railroad industry refused the opportunity to see itself in the transportation business. They had a chance to incorporate air as part of their delivery strategy and got bypassed. Radio failed to see itself in the entertainment business and television pushed them aside.

Is it change that is difficult -- or the way we approach change? Often it's the way we approach it. We do not prepare ourselves or others for the natural barriers to change.

There are at least three major barriers to change. The first is habit. We are so ingrained in the way that we do things that to do it a new way, or to stop doing something causes us to feel uncomfortable. We equate uncomfortable with wrong, instead of different, and there's a tendency to go back to what was comfortable.

Try this experiment. Cross your arms. Which arm is on top? Now quickly re-cross your arms so the opposite arm is on top. Is that as comfortable? Probably not. Does that make it wrong? No, just different. If we were to cross our arms differently for three weeks, the "new" way would start to feel comfortable. Many people won't take the time or will feel they can't stick to it that long. What kind of support do you put in place to help people maintain new changes during this period of discomfort?

The second barrier is the environment. When we want to change something, others around us may be content to stay the same. Then making the change stick over time is difficult. For example, you want to lose ten pounds and change your diet. Yet everyone in your home continues to have eggs, bacon, and sausage in the morning while you have oatmeal. Everyone at home has roast beef, mashed potatoes and gravy while you have a salad with low-calorie dressing. You watch as everyone else consumes your favorite dessert. And lunch at work is no different. What do we put in place to support people who may be the first in the company to use a new procedure when everyone around them is content to use the old one?

The third barrier to change is multiple priorities. When we want to make a change, it most often affects one part of our daily lives -- not all of it. It affects one area of responsibility in our job -- not all of it. We don't have 100% of our energy to put into maintaining this new change. Other priorities demand our time and attention, so it is a challenge to consciously focus on the change we want to maintain. What do we put in place to help us maintain that focus while the change becomes habit?

Most often, having the support of others, if not everyone, is a big step toward minimizing these barriers and making change happen more quickly and with less frustration. Getting support in advance of the change and working to develop several ways to support and reinforce the change in advance of its happening is key to making the transition from old to new more smoothly.

As a final way to look at change, think back to something you personally wanted to do differently. Was the transition easy or hard? Why? To what extent did these three barriers exist? What, if anything, was put in place to help overcome them? If you had it to do all over again how would you use the knowledge of these three barriers to make the change happen more smoothly?

Change will be a constant from now on. The question is, will you and I address these barriers in advance of the change to minimize the barriers and maximize the ease and benefit of the transition? It's a choice you and I make every day.

Contact Bob through <http://www.bobpikegroup.com> or at bpik@bobpikegroup.com.

Featured Professional Development Program of the Month

Global Performance Strategies LLC offers a variety of professionally designed and facilitated workplace learning events that focus on enhancing employee performance and increasing organizational effectiveness. Each month we spotlight one of proven workshops or programs. This month's program is:

Achieving Exemplary Customer Service

Positive customer service doesn't just happen. The people in an organization delivering the service must be properly trained and managed effectively in order to succeed. This one-half to one day workshop will focus on the strategies and skills crucial for better serving customer needs. Activities designed to prompt thinking and discussion, as well as provide a forum for self-examination of knowledge and skills related to customer service, are included.

At the end of this workshop and when applying what was learned, participants will be able to:

- Identify customer needs.
- Communicate more effectively with customers on an interpersonal level.
- Deliver efficient customer service over the telephone.
- Handle a variety of difficult situations.
- Recognize when it might be appropriate to escalate a customer concern to the next level of your organization.

For more information about this program or to schedule an event for your employees, contact Steve Tanzer at Global Performance Strategies (stevetanzer@globalperformancestrategies.com). To learn more about the programs and performance consulting services offered by the organization, visit www.globalperformancestrategies.com.

Anagram of the Month

An anagram is a phrase created by using the letters from other words. These are great for challenging the mind. See if you can unscramble the following words to identify this famous statesman known for his ability to come from adversity to triumph and become world renowned.

Llama Ends None

Answer at the end of the newsletter....**NO PEEKING!**

Activity: Plain and Peanut

Time: Twenty minutes

Group Size: Up to twenty-four

Purpose: To provide an opportunity for learners to exchange ideas about diversity in a customer service environment and ways to better serve all customers.

Objectives: At the end of this session and when applying what they learned, participants will be able to:

1. Explain how customer differences can be a positive thing.
2. Recognize that different does not mean bad.
3. Apply sound strategies for overcoming personal biases when dealing with diverse customers.

Process: Form equal sized groups of participants.

- Have each group select a leader and scribe (note taker).
- Give each group one small bag of MM's (either plain or peanut).
- Provide two sheets of flip chart paper and 2-3 different colored flip chart markers to each group.
- Have scribes write the word "Similarities" at the top of on sheet of paper and "Differences" at the top of the second sheet of paper.
- State that these bags of candy represent their customers and that all look relatively similar on the outside.
- Explain that they are to open their candy and spread the contents on the table.
- Tell participants they have ten minutes to identify as many similarities, then differences, among their candy pieces as possible as their scribes capture comments on the flip charts.
- At the end of ten minutes, sound a noisemaker to regain attention and debrief the activity.

Debrief: Have scribes to tally the number of similarities, then differences on their charts and shout out their answers.

- Review responses on both flip charts from all groups.
- Reward members of the groups with the most responses for each category with small prizes or toys related to customer service (e.g. smile face items).
- Have everyone give a round of applause for all group efforts and responses.
- Ask: How might thinking of characteristics of the candy relate to the similarities of your customers?
- Ask: How might thinking of characteristics of the candy relate

to the differences in your customers?

- Follow this debrief with a general discussion about how diverse the world has become and the need for service providers to recognize all customers as valuable, focus on their similarities and not dwell on differences when providing service.

Materials Needed:

- One small bag of M&M plain or peanut candy for each group.
- Two sheets of flip chart paper for each group.
- 2-3 assorted colored markers for each group.
- Small incentive prizes or toys.

For more ideas on engaging learners see Lucas, Robert W., *Creative Learning: Activities and Games That REALLY Engage People*, Jossey Bass/Pfeiffer, San Francisco, CA. 2007.

Fact Me – *The Changing World*

- Worldwide there are approximately 6.8 billion people living in 195 countries.
- There are over 6000 languages spoken throughout the world.
- By 2020, the Hispanic population is projected to add more people to the U.S. population than all other race/ethnic groups combined and that
- By 2050 the Hispanic population will be the largest within the United States.
- The percentage of non-Hispanic Whites will steadily fall from 74 in 1995 to 64 percent in 2020.
- By the year 2060, the working age population in many European nations is projected to be smaller by almost 50 million persons compared to 2008.
- By the year 2060, the European population aged 65 years or over is projected to increase by almost 67 million persons.
- Worldwide population figures break down as follows:
 - **0-14 years:** 27% (male 944,987,919/female 884,268,378)
 - **15-64 years:** 65.3% (male 2,234,860,865/female 2,187,838,153)
 - **65 years and over:** 7.6% (male 227,164,176/female 289,048,221)

Source: Lucas, R.W. *Winning Global Customer Service*, McGraw-Hill Professional, New York, NY (2011 publication date TBD).

Free Stuff

Need to have groups teleconference? Here are some free alternatives:

1. www.mikogo.com - Mikogo – 10 participants – Teleconferencing
2. <http://connect.microsoft.com/content/content.aspx?ContentID=6415&SiteID=94>
Microsoft SharedView – 15 Participants - Microsoft - Teleconferencing
3. <http://www.showmypc.com/> ShowMyPC – Participants Vary – 1 Hour Limit per meeting
4. <https://www.yugma.com/> Yugma – 20 Participants - teleconferencing
5. <http://vyew.com/site/> Vyew – 10 Participants - teleconferencing
6. <http://www.dimdim.com/> Dimdim – 20 Participants - teleconferencing
7. <http://www.wiziq.com/> WiZiQ – No limit on Participants – audio and video conf
8. <http://www.adobe.com/acom/connectnow/> Adobe ConnectNow - 3 participants

Source: Training Games Inc (newsletter) www.training-games.com

Just for the Fun of It – *Work Related Virus*

The Center for Disease Control has issued a medical alert about a highly contagious, potentially dangerous virus that is transmitted orally, by hand and even electronically. This virus is called Weary Overload Recreational Killer (WORK). If you receive WORK from your boss, any of your colleagues or anyone else via any means whatsoever - DO NOT TOUCH IT. This virus will wipe out your private life completely.

If you should come into contact with WORK you should immediately leave the premises. Take two good friends to the nearest grocery store and purchase one or both of the antidotes - Work Isolating Neutralizer Extract (WINE) and Bothersome Employer Elimination Rebooter (BEER). Take the antidote repeatedly until WORK has been completely eliminated from your system.

You should immediately forward this medical alert to five friends. If you do not have five friends, you have already been infected and WORK is controlling your life.

Creative Product Review – *Game Show Themes for Trainers CD*



Creative original music selections inspired by favorite television game shows by trainers for trainers. Ideal for active learning environments in which group activities, reviews, timed events, and games are used to stimulate and reinforce learning.

Selections range in style from upbeat country and rock to jazz format. For maximum flexibility, most of the selections are recorded in short, long, and "talk over" versions.

With nine different selections, you have versatility in the way that you use the music. You can time events, notify of the start or end of an activity, or put pressure on someone answering a question with the flip of your CD player switch. Loads of fun and participants love the unique approach to training. Turn a boring question and answer session into a stimulating contest or add pizzazz to a group activity.

Selections include:

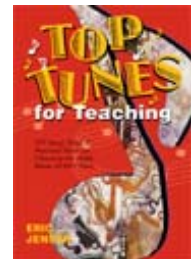
- Court's In Session
- You're Selected
- One Million Answers
- What's The Question?
- Lightning Round
- Fantastic Prizes
- Familiar Feud
- Coffee Break
- Closing Credits

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Book Resource – *Top Tunes for Teaching: 977 Song Titles & Practical Tools for Choosing the Right Music Every Time* by Eric Jensen

Brain research supports the use of music to engage learners, set the tone for learning and to add sound and stimulus to a training event. Trainers and educators can find hundreds of song titles to help create the right leaning environment in this book. In addition to song lists, there are practical tips and suggestions that have been personally tested by Eric Jensen during his own training sessions. All are based on scientific research that supports music's beneficial effects.



Available at www.presentationresources.net

Reader's Challenge

This activity is provided for individual challenge, use in class as a mental break from learning or for use to engage individuals or teams.

Here is the September Reader's Challenge: (Answers at the end of the newsletter)

Arrange the digits 1-9 in such a manner that the sum is 100. Use each digit only once.

Professional Resources

- *The American Association for Adult and Continuing Education (AAACE)* provides leadership for the field of adult and continuing education by expanding opportunities for adult growth and development. They publish journals and sponsor an annual conference. For additional information visit <http://www.aaace.org>.
- *American Evaluation Association (AEA)*. AEA is an international professional association of evaluators devoted to the application and exploration of program evaluation, personnel evaluation, technology, and many forms of evaluation. For more information, visit <http://www.eval.org/>.
- *American Society for Training and Development (ASTD)*. A premier professional association and resource on workplace learning and performance issues. For more information, visit www.astd.org.
- *Association for Supervision and Curriculum Development (ASCD)*. ASCD is a community of educators, advocating sound policies and sharing best practices to achieve the success of each learner. For more information or to register, visit www.ascd.org.
- *Central Florida ASTD*. CFC-ASTD will be hosting a one-day professional development workshop titled *Building Facilitation Skills* from 8:00 a.m. to 5:00 p.m. on September 10, 2010 at the Orlando campus of DeVry University. Monthly networking meeting and presentation for trainers, presenters and educators are also offered. For more information, or to register, visit www.astd-cf.org.
- *Central Florida International Customer Service Association (ICSA) Chapter*. Monthly meetings for call center professionals at various locations around Central Florida. Visit www.centralfloridaicsa.com for details.
- *Central Florida Human Resources Association*. Meets on alternating Mondays, Tuesdays and Wednesdays each month. For dates and locations, visit www.cfhra.org.
- *CustomerServiceKnowledge.com*. A resource website dedicated to sharing information and ideas to improving the quality of customer service within your organization. Articles and resource concepts written by Robert W. Lucas, author of *Customer Service Skills for Success*. Visit www.customerserviceknowledge.com
- *Free newsletter on Self-Publishing*. If you have written a book or ever thought about doing so and are interested in self-publishing, here is a great free monthly e-newsletter that might prove valuable for you - DanPoynter@ParaPublishing.com.
- *Greater Orlando Organization Development (GOOD) Network* is an organization for Organization Development (OD) professionals who are dedicated to

continuous learning and sharing of best practices, tools, and techniques. Meetings are held bi-monthly. For additional information visit www.goodnetwork.us.

- *International Alliance for Learning (IAL) Conference*. The International Alliance for Learning is a non-profit professional membership organization for Accelerated Learning practitioners and others who wish to improve the quality of learning for all. For more information visit <http://www.ialearn.org/conference.php>.
- *National Business Educators Association (NBEA)*. The NBEA is an excellent resource for secondary and post-secondary educators, trainers and organizations affiliated with these groups. For more information about the organization and their annual conference, visit www.nbea.org.
- *International Society for Performance Improvement (ISPI)*. For more information, visit <http://www.ispi.org>.
- *National Speakers Association/Central Florida*. Typically meets the third Saturday of each month. Call (407)622-5305 for information and registration or visit www.nsacentralflorida.com.
- *The Training Registry*. A comprehensive online training and consulting resource directory of trainers, consultants, products and services. Covers several hundred technical and non-technical topics. You will also find speakers, coaches, facilitators, books, learning products, training facilities by location, and more. For more information <http://www.trainingregistry.com>.

Anagram of the Month Answer: Nelson Mandela

Answer(s) to Reader's Challenge:

Arrange the digits 1-9 in such any manner so that the sum is 100. Use each digit only once.

$$\begin{array}{r} 47 \\ 15 \\ \underline{36} \\ 98 \\ \underline{+2} \\ 100 \end{array}$$

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