

Happy New Year!

How did you spend New Year's Eve? We mean before the champagne and midnight kiss. Everyone seems to have their own New Year's Eve tradition. Well, so do we!

Each year before the stroke of midnight, we do our annual goals and objectives. It's true! We set very specific objectives for the coming year and we review them on New Year's Eve as well as write them for the coming year.

Before you conclude that we are total nerds or are hung over from the days of MBO, think again. What better time to review the past year, refocus what are key desired performance outcomes and set verifiable objectives...not just resolutions?

Being husband and wife, business partners and co-authors is challenging. The good news is we can set goals and specific objectives that address every aspect of our lives including professional, financial, social, spiritual, cultural and family relations ones. How about health and fitness and community service? Yes, those too are important focus goals. For a printable list of our Goals and Objectives Categories, visit http://www.hsa-ips.com/E_News/ENews_Jan13/Goals_Categories.pdf.

Why are we sharing this with you? We believe that we are fortunate to be in a field that is applicable to so many aspects of our lives and not just to the workplace. The establishment of goals and objectives is not reserved for the business setting alone. It is a powerful and helpful means for accomplishing what is important at work, at home, with family and friends, for leisure, in our communities and for our own development.

No party hats, noisemakers or poor service in overpriced restaurants for us. However, we do clink glasses and enjoy our champagne! Happy New Year to each of you!

All the best,
Erica and Harold

Hot Off the Press!

Harold Stolovitch was recently interviewed by two separate publications, Talent Management magazine and T+D magazine.

Harold's interview with Talent Management, released in their December 2012 edition, is titled, "Is Potential All Their Is?" In it, he questions whether "high potentials" are always the best candidates for leadership. To read this interview,

visit <http://smsepub.com/publication/frame.php?i=134822&p=&pn=&ver=flex> and turn to page 42.

In his interview with *T+D*, Harold discusses topics such as characteristics and skills required for today's learning professionals, the most important trends emerging in the training and development profession within the next decade as well as much more. To read his *T+D* interview, visit <http://www.astd.org/Publications/Magazines/TD/TD-Archive/2012/11/Long-View-Harold-Stolovitch>.

ASTD Webcast: Stop Wasting Money on Training

In this "three-act webcast," Harold Stolovich, co-author of the award-winning *Telling Ain't Training*, presents practical methods for learning and performance professionals to avoid wasting valuable dollars and time in training, and improve learning, retention, and ROI. The amounts of money organizations invest in training keeps escalating from year to year. Since 1991, annual training budgets in the U.S. have grown from \$43.2 to \$125 billion - a whopping 290% increase! This is a worldwide pattern.

Are organizations getting value for their dollars spent? Is training accomplishing what it should? What's the ROI? This fun, interactive webinar is divided into three acts, each examining how we as learning and performance professionals can avoid wasting valuable dollars and time in training. Act One focuses on whether we are using training appropriately. It asks: To train or not to train; what are the alternatives? Act Two responds to the question: Even when training is appropriate and necessary, is it ever sufficient? In Act Three, we address the question: How can we improve our training to maximize learning, retention, and ROI?

To learn more, visit <http://redirect.astd.org/r.aspx?RedirectId=3213>.

River Cruise in France with Erica and Harold – August 13-20, 2013

Don't miss this opportunity to enjoy an incredible river cruise along the Seine from Paris to Normandy round trip; come aboard Avalon Waterway's Creativity Cruise Ship and experience beautiful staterooms (most with French balconies), excellent cuisine and warm hospitality. Each day you dock and explore a town with a local guide. There's time to shop, relax and take in the incredible views.

With a maximum of 140 passengers, you'll have plenty of time to meet new people while "hanging out" with *Telling Ain't Training* authors, Harold Stolovich and Erica Keeps. This 8-day journey starts at \$2,849 per person. For a limited time, you can take advantage of a \$500 per person discount or if traveling alone, the single supplement will be waived.

This river cruise is our fifth. Each and every one has been a unique experience. Paris is Paris - no need to say more. This particular departure focuses on the history of the Normandy Beaches and the art of the Impressionists.

Book through Erica Keeps (ekeeps@hsa-lps.com or 310-286-2722) to take advantage of these savings and for special amenities including author chats and wine tastings. You don't have to be in our field to join in this incredible journey. Significant others and friends are not only welcome, but will have a great time.

Learn more about cruise highlights and day-to-day itinerary by visiting http://www.hsa-lps.com/E_News/ENews_Jan13/Paris_to_Normandy_Beaches.pdf or visiting www.avalonwaterways.com. Don't delay as there are a limited number of cabins available on this sailing.

About Us

At HSA Learning & Performance Solutions LLC, we've seen a lot over the years. We know the business of learning. We know the role human performance plays in business success. We know how to uncover and address needs, then create appropriate solutions. We pride ourselves on helping organizations achieve high levels of performance - and success. HSA is a leader in workplace learning and performance improvement. Our proven learning and performance solutions have helped maximize employee performance at dozens of organizations throughout the world. Our principals, Harold D. Stolovitch and Erica J. Keeps, share a common passion - developing people. Together they have devoted a combined total of over 80 years to make workplace learning and performance both enjoyable and effective. Their dedication to improving workplace learning and performance is reflected in the workshops they run internationally on training delivery, instructional design and performance consulting. Together, they are co-editors of the first two editions of the Handbook of Human Performance Technology and co-authors of the best-selling, award-winning series of books Telling Ain't Training - Updated, Expanded and Enhanced, Training Ain't Performance, Beyond Telling Ain't Training Fieldbook and Beyond Training Ain't Performance Fieldbook published by ASTD Press. They are also co-authors of the Wiley/Pfeiffer Learning & Performance Toolkit Series. To learn more, visit www.hsa-lps.com.