

Happy 50th Anniversary ISPI!

On April 20 - 23, 2012 the International Society for Performance Improvement (ISPI) celebrated 50 years as the premier professional organization for instructional and performance technologists. The conference, held in Toronto, Canada, brought together over 550 researchers and practitioners from 21 countries: the USA, Canada, Argentina, Australia, Bermuda, Chile, China, Germany, Hungary, Ireland, Latvia, Malaysia, Nigeria, Oman, Puerto Rico, Republic of Korea, Saudi Arabia, Singapore, South Africa, Thailand, Trinidad and Tobago. (To learn more about ISPI, visit <http://www.ispi.org/>.)

At the opening event, ISPI honored its past presidents, many of whom are still active professionally and participated in this conference. They shared with old timers and new members, and attendees what ISPI was like during their term as president. This special feature, created and hosted by Margo Murray and Roger Addison brought many great memories for long-time members and welcomed newcomers to the ISPI family.

On April 22, ISPI threw an anniversary party with a huge, delicious cake for all to enjoy. Prior to the party, ISPI staged a skit in which past president Jim Hill re-enacted his Mr. Rogers persona in "A Visit to Mr. Rogers Neighborhood." ISPI neighbors from various nations visited with Mr. Rogers. Through Mr. Roger's interviews with "neighbors," we learned about ISPI, what it stands for, its past, present and future. Then, Jim traded his well-worn Mr. Rogers sweater for a doctor's coat and mad scientist's wig. Dr. Jimmy took us on a hysterical journey through the human brain...of a 22-year old male. Fun was had by all!

On April 22, Harold Stolovitch presented a half-day research symposium. During this very informative event featuring key researchers in a variety of areas, no other conference sessions were offered. The clear message was that practitioners and researchers have much to learn from each other. The myth busting proved to have high emotional impact as practitioners and researchers alike were forced to give up "beliefs" held to be true, that empirical data simply does not support.

President Judy Hale called our attention to the fact that while ISPI was celebrating its 50th Anniversary, ISPI's Certified Performance Technologist initiative was celebrating too...10 years! (To learn more about CPT, visit <http://www.ispi.org/content.aspx?id=186&linkidentifier=id&itemid=186>.)

Excellent conference sessions, great networking opportunities and a community spirit are all hallmarks of ISPI's annual conference. If you attended this year, we are certain you would agree. If you missed ISPI in Toronto, we hope to see you next April in Reno, Nevada!

Erica and Harold

It Ain't Necessarily So! Science Versus Lore in Learning and Performance

You are reading this brief article. Could it be because the title piqued your curiosity? Now that you have invested a few moments of your time to come this far, please stick with us a little longer. There are benefits ahead for you, which we will share shortly. Right now, however, let's play a game called Hit or Myth. Visit http://www.hsa-lps.com/E_News/ENews_Jul12/IANSSurvey1.htm to start.

We appreciate your playing along with us. Believe it or not, there is a rationale for this seemingly bizarre treatment. We are gathering data on what triggers beliefs related to our professional work. We have collected the choices and the bases upon which these were made from over 200 respondents to date. We expect to gather over a thousand more over the next few months, then share with you our findings as well as much more. You have just contributed to our growing database.

Concerning the answers to the four statements, you will have to stay tuned for a while. They will be included in our forthcoming book, *It Ain't Necessarily So! Science Versus Lore in Learning and Performance*, that will deal with over 70 workplace learning and performance (WLP) beliefs. Before then, we promise to provide you with some of our key findings and the answers to the four statements (two of which, as you noticed, have nothing to do with WLP, but which play a role in explaining beliefs).

Please stay tuned for more on what science and solid evidence have to say about many commonly held WLP beliefs. You have helped us - and we owe you.

Telling Ain't Training Conference

Based on ASTD's all-time bestselling book *Telling Ain't Training*, this conference offers an experiential approach to transforming "telling" into activities that result in long-term retention and behavior change. Along the way, you'll gain valuable tools that you can use to inspire and gain interest from your learners.

Despite the irreverent title, this conference tackles the persistent training question: How do I make learning stick?

Program Benefits

- Learn to convert your subject matter into high-probability learning material for any audience in any delivery method.
- Discover how to develop and utilize games and gamelike activities to generate powerful learning and performance.
- Use lessons on the brain and human behavior to make your training based on experience and not just classroom instruction.

Make 2012 the year you lead successful, performance-based learning in your organization. Register for September's Telling Ain't Training in Atlanta before August 17 and receive an early bird discount! Click [HERE](#) to register or to learn more. Visit http://www.astd.org/Events/Telling-Aint-Training.aspx?cm_mmc=bronto-_-email-_-marketing-_-jp-2012.06.18-tat-stolovitch&email=jpierce@astd.org&utm_medium=email&utm_source=bronto&utm_campaign=jp-2012.06.18-tat-stolovitch to register or learn more.

"Lunch" With Harold Stolovitch

You are invited to a virtual lunch with Harold Stolovitch, author of best-selling books *Telling Ain't Training* and *Training Ain't Performance*.

Book a virtual lunch with Harold and you get one full hour of consultation free of charge. Bring your learning and performance support concerns to Harold and he will provide you with a full hour of uninterrupted consultation. He will help you solve a pressing problem or at least get you on track. Harold brings 50 years of experience and wisdom to the "lunch table." Visit http://www.hsa-lps.com/Testimonials_Lunch.htm to read some "free lunch" reviews.

To learn more about this offer or schedule a "free lunch," contact Erica Keeps at 310.286.2722 or ekeeps@hsa-lps.com.

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.