



**May 2009**

**Issue 14**

Welcome to the May 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!

### **Create an Enjoyable Workplace**



It seems like the economy has negatively affected the workplace making it less than an ideal place to be. People you work with may have been laid off or future cutbacks may be planned and the tension of the situation appears to continue building. So why not try to incorporate enjoyment in your and your employees' day at work?

**To unite work and fun, let's see how to incorporate enjoyment into everyday tasks:**

#### **Smile**

The simple act of smiling creates a chain reaction in people that produces a happy feeling. Try it out at your next meeting and experience its positive effects.

#### **Be Real**

No matter what is done to create fun, it has to be genuine. This creates a happier environment with less stress.

#### **Variety**

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### **Tweeters Motivated by Learning**



It seems like all we hear about on the news today is about Twitter and who's "twittering." Though recent media accounts suggest that some Twitter users have jumped on the micro blogging bandwagon to make friends, find new-business leads or feed their egos by racking up high numbers of followers, a recent survey from MarketingProfs, LLC finds that a larger number of tweeters are doing it because they want to learn new things and get information quickly.

Fun may not mean the same to everyone. To some it may be sharing family stories; for others it may be creating a day that everyone meets for lunch to discuss the week. Regardless of your perspective, ensuring variety will increase the amount of playfulness in the workplace.

## Understanding

Understanding is essential in other cultures, backgrounds, views, generations, etc. Creating a pleasant workplace should never happen at the expense of someone else.

Our professional Performance Consultants can partner with you to assess your employee's outlook on their career with your company. By determining their goals and devising a plan to get them there, a happier and more productive environment can exist. For more information on **Performance Consulting** contact us by **email** or call us at 614-876-7400.

A positive environment is essential for a positive attitude and professional experience in the workplace.

## Beware of Swine Flu Spam

The country is in a panic over the threat of a contracting the Swine Flu. Are you prepared to protect your inbox from this threat too? Swine flu spam is on its way and increasing rapidly!

McAfee's Avert Labs is reporting that spam activity using "swine flu" as a keyword phrase is way up. Subject lines carry a common theme, those currently being used include:

**First US swine flu victims!**  
**US swine flu statistics**  
**Salma Hayek caught swine flu!**  
**Swine flu worldwide!**  
**Swine flu in Hollywood!**  
**Swine flu in USA**



The spam messages contain links to (irrelevant and unrelated) medical sites, takes visitors to fly-by-night companies that simply harvest credit card numbers, or, frequently, simply carry garden-variety malware in the form of Trojan horses you are encouraged to install.

One source at McAfee says that "swine flu" spam now comprised more than 2 percent of all spam being sent. The scammers are also targeting the web of course, registering "swine flu" domain names by the dozen in the hopes that web searchers will land on these sites in search of advice about the budding pandemic. Right now the sites I've looked at are mostly harmless repositories of web stories about swine flu, but eventually they're likely to be switched over to keyword-laden ad/spam farms and delivery vehicles for even more malware.

The study, which was conducted last month among 425 Twitter users, set out to discover exactly why people use Twitter and how they feel about their participation and experiences with the site. It found that tweeters spend an average of 2 ¾ hours per day using Twitter.

Interestingly, there does not appear to be one standout reason why people use Twitter, the research found. Rather, there are a variety of economic, learning and social motivations.

When tweeters were asked to rate the reasons why they participate, on a scale from 1 to 5 (with 1=strongly disagree and 5=strongly agree), MarketingProfs calculated the following averages for each of the responses:

**"I find it exciting to learn new things from people": Average score 4.65**

**"I value getting information in a timely manner": Average score 4.58**

**"I like to be connected to lots of people": Average score 3.91**

**"I want to generate new business": Average score 3.70**

**"I find it gratifying to have people follow me": Average score 3.64**

The findings show that the highest number of respondents is motivated by learning new things and getting information in a timely manner.

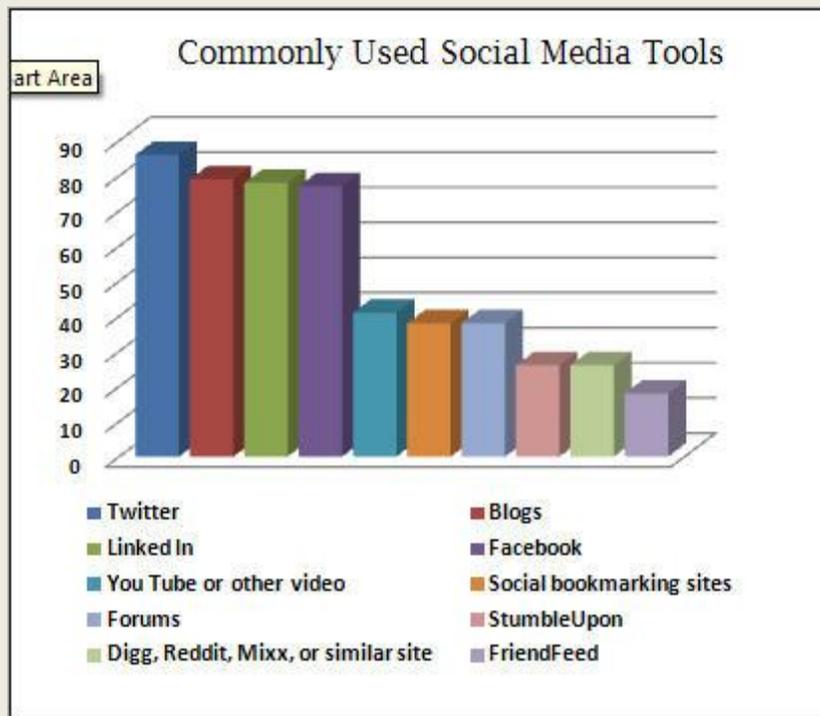
*Source: MarketingProfs, LLC*

If you're looking for information about swine flu, remember that anything with the phrase "swine flu" in the URL is, ironically, unlikely to be very credible or useful.

Source: Null, C. Now Arriving: Swine flu spam. Retrieved April 28, 2009, from <http://www.tech.yahoo.com/blogs/null/141023>

## Marketers' Top Social Media: Twitter, blogs, LinkedIn, Facebook

According to a social media study by Michael Stelzner, the majority (88%) of marketers in a recent survey say they are now using some form of social media to market their business. Though 72% of those using it say they have only been at it a few months or less.



The study, which set out to understand how and why marketers are using social media to grow and promote their businesses, found that Twitter, blogs, LinkedIn and Facebook - in that order - are the top four social media tools used by marketers.

## Featured Event

### The 7-Step "Creating the Designed Organization" Methods to Increase Organization Effectiveness through Design Certificate Program

May 13th - 15th, 2009  
Franklin University  
Ross Auditorium



## Did you know...?

A recent study found that between 2005 and 2008 internet usage among people age 18 to 25 grew by only 7 percent? The fastest growing group is those age 70 to 75 jumping 45%. The slight increase in the Gen Y group is most likely due to the "here and now" of text messaging and mobile based web surfing.

Source: [The Pew Internet and American Life Project](#)

## eLearning Stimulus Plan Reminder

When you think "long-range success and growth," there is no question that eLearning and online training can stimulate your future business opportunities while saving precious dollars along the way.

An investment today in your training infrastructure will pay dividends for years to come! We can show you how to quickly implement a customizable Learning Management System, a virtual meeting room, and install your existing content or quickly create suitable content that will eliminate costs.

The time has come to make a change for the future success of your business. Continuing to use an outdated training infrastructure just won't work in the current state

The Ohio Heartland ISPI welcomes expert consultants Craig McGee and Kathy Malloy of the Organization Design Forum for May's event. The Capitol City Organization Development Network (CCODN) is pleased to present this 3-day workshop on the theory, practice and tools for creating a well-designed organization. In this constricted business climate, many business leaders looking for viable ways to cut costs and while remaining viable through economic fluctuations. Creating the Designed Organization™ is an intensive workshop provides participants with a concise, easy to understand 7-Step Model™ using successful frameworks, practices, and tools for creating a well-designed organization. This means having an organization in which the structure and culture support the strategy, and where work processes, information flow and HR programs come together to enable people to work smarter, now and for the long-term.

**The 3-day workshop will help attendees:**

- Understand of the basic concepts and models for designing organizations
- Practice a step-by-step process for a systems approach to designing organizations
- Apply a model to clarify strategic orientation
- See applications of design concepts through case examples
- Receive specific tools useful in designing organizations
- Identify critical elements of highly productive workplaces
- Learn how to generate commitment to the design from the beginning, and ways to address the human issues that can derail implementation
- Gain an understanding of the large group processes that accelerate the design process and build commitment throughout the organization

This program will benefit specialists in organization design, change management, re-engineering, work restructuring, organization development, quality management; and managers and executives interested in accelerating change, globalizing, building a high performance culture, and driving rapid growth. Don't miss this exciting, local professional development opportunity!

Register at [www.ccodn.net](http://www.ccodn.net) or contact CCODN Programming Chair Melissa Reynolds-Prond @ 614-309-0850.

of our economy. You simply cannot afford it.

To demonstrate our commitment to your eLearning Stimulus Plan, we are offering a 10% price reduction on all systems and services purchased by May 31, 2009.

Open your eyes to the future. Be a visionary!

Contact Rick Willimott at Train-Ease today at 614-876-7400 or by **email** or Jim Meaney at webSolve at 614-975-9876 or by **email** for more information on our products and services.



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**.

**"We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee."**

*~ Marian Wright Edelman ~*