



# The GOOD News

**Greater Orlando Organization Development (GOOD) Network  
President's Year-End Update and Membership Information from Jerry Salsburg  
January 31, 2009**

Hello GOOD Network Members,

Happy 2009! Sometimes it's hard to believe that time rushes by so quickly. As the holiday season disappears behind us, I'd like to take this opportunity to recap some of the GOOD Network events and happenings of 2008 and announce our 2009 meeting dates. I'll also share information about becoming a member and logging in to our Member Forums on our website.



### Leadership Team

A few years back, we implemented the "Chair Elect" position to solidify our Leadership Succession Plan. This position enabled current GOOD leaders to "train" those leaders slated to assume their roles in the following year, and ensured the incoming Leadership Team would be fully versed in the roles and responsibilities of their office. In 2008, we saw successful transition in several VP positions. Some of our faithful leaders have stepped down, while others remain to serve in 2009.

Our sincere thanks goes out to last year's team. Their dedicated service to their offices has enabled the continued growth and maturity of our network.

Here are those who served us in 2008:

### 2008 Leadership Team

- President-Elect - Patty Bedard
- VP Communications - Kristin Chase
- Chair Elect Communications - Jocelyn Corville, Pete Westlake
- VP Development - Carrie Wilhite
- Chair Elect Development - Anisa Singh
- VP Marketing & Membership - Karen Russell
- Chair Elect Marketing & Membership - Paul DePalma
- VP Finance - Nina Alexa
- VP Mentorship - Barbara Yoli
- Chair Elect Mentorship - Patricia Wallace

Advisory Board Members: Wendy Grauer (past GOOD President), Cathi Balboa (past GOOD President) and Larry Birkes

Late in 2008, the Leadership Team added a new support role to assist in the variety of tasks and duties required for a smooth running network, the "Member-at-Large" position. Carrie Wilhite steps down from her Leadership position to assume this role in 2009. She is joined by long time GOOD member Carol Emmett. The Leadership Team is grateful for the help!

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NOTE:

2009 Dues of \$65 are due. Please see Nina Alexa, VP Finance, to renew your GOOD membership!

## OD Article of Interest—What does your LinkedIn profile say about you?

Jenna Papakalos, President JRMP Enterprises, Inc. and member of CFC-ASTD (A “GOOD” Partner Organization)



Many of us, to some degree, have made social networking a part of our lives. In the professional realm, LinkedIn is one of the leading social networks as it boasts a user count in the millions. When used properly, LinkedIn is a huge asset. It is such a powerful tool to expand your network to people you may never have had the chance to connect with in person. Essentially, using a social network like LinkedIn amps up your networking efforts to the “nth” power.

What constitutes a good social networking profile? Effort! Like anything, you get out what you put in. Here are some tips and best practices to help you out.

### Top Ten Tips for Building Virtual Relationships

Building virtual relationships is not just for those who work from home or work with those who are geographically dispersed. It’s a skill that all of us should master! Technology has made the world much smaller and those six degrees of separation expanded more than ever before. How, you may ask did we build this deep friendship simply using bytes and bits over digital networks? You would be surprised at how easy it is to do the same thing virtually as you would in person! Here are top ten tips from virtual networkers, like myself, who live in the digital and real world.

1 Connect with whatever communication tool works best for the other individual. People seem to stick with social networks, email, and instant message.

2 If you have multiple communication programs, consolidate! For instant message, I use Adium to combine my four instant message and chat programs. I use Ping.fm for social networking update.

3 Find a way to connect on the go. Do you have a cell phone with mobile Internet, instant message or social networking updating capability? Trust me, it helps to keep your network active when you are not near the computer.

4 Take the time to communicate with your connections. Every few months, drop your peers / friends / former colleagues a note or give them a ring. It’s always nice to hear from people!

5 Make sure your contact list is up to date. People move on or change their contact info. LinkedIn, Facebook, and other similar social networking platforms are good “online rolodexes”.

6 Put business cards into some type of electric format. Don’t let those business cards collect dust! Get those folks online somehow. LinkedIn is a favorite for this in the professional realm.

7 Meet in person whenever possible. Are you traveling somewhere on business? Don’t just sit in the hotel and watch TV after your work activities! Get on the horn with people in the area and make arrangements to meet.

8 Keep your connections updated on what your are up to. Status updates on social networking tools show you are active and doing some cool stuff. If you have several places where you update statuses, try Ping.fm or Hello.txt to update them all at once.

9 Help your connections out. Is there a piece of business you know that someone in your network would be a perfect fit for? Facilitate a virtual introduction somehow, via email or phone or whatever works. They will certainly appreciate the referral!

10 Nurture your relationships. Don’t just contact someone when you need something. People see right through selfish motives. Sometimes a “just to say hi” communication will really brighten up someone’s day.



**Are you  
Linked In with the  
GOOD Network  
LinkedIn Group?  
Find us today in the  
Groups Directory at  
[www.linkedin.com](http://www.linkedin.com).**

## We're Growing: Welcome New GOOD Network Members



Here are our newest members who joined us from Aug to Dec 2008!

Csizmar, Chuck  
 Damiano, Bill  
 Farynowski, Kathryn  
 Featherston, Debbie  
 Field, Juan  
 Foster, Josh

Gitlin, Cheryl  
 Griffin, Nichole  
 Johnson, Chris  
 Kovacs, Brenda  
 Larkins, Kathy  
 Leon, Ceretha  
 Levinton, Anne  
 Ortega, Felipe  
 Thomas, Kathy  
 Wagaman, Wes  
 Wethman, Christine

CMC Compensation Group  
 Seminole County HD  
 Orange County Clerk of Courts  
 Workplace Partners  
 OC Tanner  
 Liberty Mutual Insurance  
 Gitlin Executive Coaching and  
 Consulting  
 Ypartnership  
 Orange County Clerk of Courts  
 PRC  
 Orange County Clerk of Courts  
 Orange County Clerk of Courts  
 HD Supply  
 Wilson Learning  
 Innovations 4 Leading  
 Waste Management  
 St. Luke's Church

## This Month's Member Spotlight



**Edward Pavuk**  
**Director, Management Training and Development**  
**Red Lobster People Development**  
 Darden Restaurants

**What is your specific area of expertise within the OD field?**

My primary expertise is in the areas of leadership development, training, and succession planning. I'm also involved in many initiatives and change efforts that require a thorough knowledge of organizational performance, process improvement, and strategic planning.

**What do you most love about what you do?**

I love having the ability to help others learn, grow, and improve their performance. Darden is a great company to work for and having to eat at Red Lobster every week isn't a bad perk either!

**What 'hot topic' relevant to OD is especially relevant to your work or organization right now?**

I think companies will be increasingly looking at all aspects of their organizational structure and processes, especially if economic pressures continue to rise. OD skills will be especially important in tough economic times whether you're dealing with change, employee engagement, or performance.

**What tip or tool would you offer new or seasoned OD practitioners?**

There are a lot of great OD tools available. My favorites include the Force Field Analysis, RASCI chart, Expectation Exchange, and Corkscrew Analysis. My advice in using any OD tool is to know your business, ask questions, dig for deeper meaning, and at the same time build integrity and trust in your relationships.

## More from your President... *(Continued from page 1)*

### 2008 Highlights

Six bi-monthly meetings were hosted by organizations throughout Central Florida including Valencia Enterprises, Universal Orlando, Hilton Grand Vacations, Gaylord Palms, University of Phoenix and Starwood Vacation Ownership.

Topics included:

- **Leveraging Marginality in your Client-Consultant Relationships**

Presenter: Katherine Farquhar, PhD

- **Consulting with a Gestalt Perspective**

Presenter: Harold Hill, Walt Disney World

- **Sharing OD Best Practices**

Our annual meeting in June is dedicated to this format, which allows 10-15 members to briefly share tools, techniques, and strategies that have been implemented with a diverse range of organizations and clients.

- **The Practical Use of Data**

Presenters: Drs. Jonathan Canger and Steve Hall, Marriott Vacation Club

- **Joint Roundtable Meeting with Central Florida Chapter of ASTD**

For a third year, our annual meeting in October has been jointly held with the local chapter of the ASTD. This year, attendees learned a new method for networking, discussed action-strategies to meet the challenges of a rapidly changing organizational landscape and gained new insights into taking care of themselves with a "Toolkit for the Soul".

- **Appreciative Inquiry**

Presenters: Chris Wethman, ThINQ, LLC and Patti Millar, Lockheed Martin



### 2009 Meeting Dates

Mark your calendars now for a great year with GOOD! Please note that all meetings run from 8:30am-12:30pm and a Member Orientation occurs at 8:45am for those new to the group. Guests may attend one meeting for free to check out our organization.

**Friday, February 13th** – Crucial Conversations

Speaker: Simon Lia, Gems Consulting

Location: Schenck Company

**Friday, April 17th** – Topic TBD

Speakers: TBD

Location: DeVry University (Millennia Mall area)

**Friday, June 12th** - Best Practice Sharing Session

Location: TBD

**Friday, August 14th** – Topic TBD

Speaker: TBD

Location: TBD

**Friday, October 9th** - Joint Roundtable Meeting w/ Central FL Chapter of ASTD

Location: Fiserv (Lake Mary)

**Friday, December 4th** – Topic TBD

Speaker: TBD

Location: TBD



In addition to our bi-monthly meetings, we also have our Quarterly Book Club group, as well as at least one social/networking event per year! Check our website, [www.goodnetwork.us](http://www.goodnetwork.us), for the latest details.

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Changing in Hard Economic Times  
 Survey Conducted by Sally Parker, GOOD Network Member  
 December 2008



What is being done by business to react to the economic downturn? Changing in Hard Economic Times was a survey conducted within the GOOD Network membership in December 2008. The purpose was to learn what is being done locally to survive and prosper as the economy falters.

With this survey, we gathered information from Central Florida businesses and consultants as to the severity, strategy, metrics and changes that are occurring. The hope is that these findings will provide a practical benchmark for comparing the impact in companies and increase the abilities of OD professionals to lead their organizations or clients through change and this crisis.

Successful change is difficult. According to the IBM global business research study, "Making Change Work (2008)" it determined there is only a 41% success rate for planned and funded change projects. What will be the outcome for companies in Central Florida as they focus on new objectives and necessary change projects during these hard economic times?

#### Key Survey Results:

- Response rate was 50% (9 out of 18 companies/consultants)
- 42.9% of the responses came from the Hospitality Industry
- 50% indicated the Severity of the economic downturn had a Moderate Impact
- The primary Actions for companies were to:
  1. Adjust performance measures, MBO's
  2. Adjust operating expenses (reduce costs or budgets)
  3. Provide honest and timely communications to the employees, stakeholders
  4. Re-prioritize the business plan and strategy
- 66.7% indicated that OD/HR are working with senior managers to determine the strategy and implement it.
- 60% responses that they will review or consider revising their OD/HR plan and/or budget annually; with 40% of the respondents indicating that they have become Short-term and Reactive.  
*Contact Sally Parker at [sparker678@yahoo.com](mailto:sparker678@yahoo.com) to discuss these results further.*

#### What happened at the January 26th Book Club Meeting? Recap from Anisa Singh, VP Dev

Members discussed *The No A\$\$hole Rule* by Robert Sutton for an hour and a half. In that time they covered the challenges of and best practices for working with:

1. certified jerks
2. temporary jerks
3. successful jerks

GOOD members appreciated the effective description of the cost of "jerks" to an organization, but found it lacked concrete advice such as coping mechanisms for people who must deal with jerks.

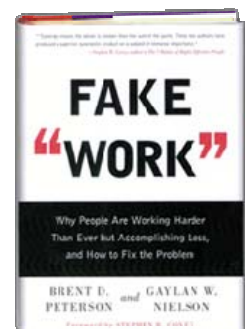
Above all, GOOD Members enjoyed the camaraderie within this smaller group setting for witty and fun discussion!

#### Be a part of the next GOOD Network Book Club Meeting!

**Monday May 4th 2009 at 6:30 p.m.**  
**Jason's Deli on Colonial Drive**

"Fake Work: Why People are Working Harder than Ever but Accomplishing Less, and How to Fix the Problem" by Brent Peterson and Gaylan Nielson (learn more at [Fake-work.org](http://Fake-work.org)).

RSVP to  
[anisa.singh@universalorlando.com](mailto:anisa.singh@universalorlando.com) if  
 you plan to attend this small side  
 group of GOOD folks!





**Greater Orlando  
Organizational  
Development Network**  
E-mail:  
[info@goodnetwork.us](mailto:info@goodnetwork.us)

WE'RE ON THE NET!

[WWW.GOODNETWORK.US](http://WWW.GOODNETWORK.US)



Founded in 2003, the 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.

## GOOD Member Survey Coming Soon

With the new year comes new members and of course, new direction for the organization! We continue to seek out meeting speakers/topics for 2009 and beyond. Therefore, we are looking to you for your feedback in this area and other important aspects of your membership in our upcoming Member Survey.



The GOOD Leadership Team is committed to reviewing your survey feedback closely and adjusting accordingly to meet your needs. In fact, we do this with each bi-monthly meeting follow-up survey! Therefore, please take 5-7 minutes from your busy schedule to complete our comprehensive Member Survey...a link will be emailed to you in the coming month.

Highlights of the member survey results will be published in an upcoming newsletter.

## Conferences

### OD Network Conference 2009

Advancing the Theory and Practice of OD  
October 18 - 21, 2009  
Seattle Washington  
Sheraton Seattle

### SIOP 2009 24<sup>th</sup> Annual Conference

April 1 - 4 2009  
New Orleans, Louisiana  
Sheraton New Orleans

### International Society for Performance Improvement

THE Performance Improvement Conference 2009  
April 17 - 22  
Orlando, Florida  
Walt Disney World Hotel

### 2009 SHRM Annual Conference and Exposition

New Ideas. New Orleans.  
June 28 - July 1, 2009  
New Orleans, Louisiana  
Morial Convention Center

## Member KUDOS

GOOD Network Member Jennifer Joy Walker's book *Full Living Color: Transforming your life from simply surviving to absolutely thriving* was published in 2009. It touches on themes of authenticity and self-care, and for those attending the Fri. Feb 13th meeting, two copies will be raffled off to a lucky reader.

