



International Society for Performance Improvement Arizona Chapter ~ Presents ~

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Our Mission:
AZISPI is dedicated to improving the performance of every organization in the State of Arizona through the practice of Human Performance Technology (HPT).

Principles of HPT:

- ✓ Focus on Outcomes
- ✓ Take a Systems View
- ✓ Adds Value
- ✓ Work in Partnership
- ✓ Be Systematic in:
 - Needs Analysis
 - Cause Analysis
 - Design
 - Development
 - Implementation
 - Evaluation

How To Use Music and Parodies

To Embed Training and Increase Performance

Facilitated by Mike Vandermark, backed by Alan Harkrader & Bob Henke

Prepare to learn an innovative delivery method and have fun at the same time. Research on audience retention of presented material tells us that adults seek not only information during formal presentations, but an effective, engaging and entertaining delivery. To that end, *A Message With Music* was developed.

The result is higher levels of audience involvement and a substantial increase in message retention. Parodies, corporate poetry, sing-a-longs, and humorous stories are intricately woven into the fabric of important messages related to leadership, communication, change, life at work, customer service, and principles of success.

Mike will also address how you can use this approach in your setting.

About the Presenters:

Mike Vandermark has a Ph.D. in Human and Organizational Systems; worked as an internal consultant for ST Joe' Hospital; is a published author; and has been an adjunct faculty member at numerous local universities.

Bob Henke has performed with Goose Creek Symphony, Dr. Hook, and Glen Campbell. Bob has earned nearly two-dozen gold, platinum and silver records internationally.

Alan Harkrader A gifted impressionist, has delighted thousands with the voices of popular vocalists such as Willie Nelson, Julio Inglesias, Waylon Jennings and Bob Dylan. He continues his songwriting by way of his clever parody development.

DATE: Wednesday, September 6, 2006

TIME: 5:30 – 6:00 p.m. Light Refreshments

6:00 – 7:30 p.m. Program

COST: Free for members, \$10 non-members

RSVP: Eva Martony at President@AZISPI.ORG

LOCATION: Institute of Cultural Affairs (ICA),
4220 N. 25th Street, Phoenix, AZ 85016

The Institute of Cultural Affairs is located approximately three blocks north of Indian School Road on 25th Street within the Villa Maria apartment complex on the west side of the street. FREE guest parking is available in the first two slots immediately to the left as you enter and in the four slots at the end of the parking lot. You may also park on 25th Street. PLEASE remember that all numbered spaces are reserved for residents.