



Model-Netics®

# INSTRUCTOR NEWS

Spring 2004

## March 2004 ITP

The Model-Netics Instructor Training Program (ITP) was held in Houston, Texas on March 8-10, 2004. Special guests attending the graduation luncheon included: B. Kim Andrews (2693) - University of Houston, Richard Frazier (1967) - Houston Independent School District (HISD), Dan George (2445) - Manhattan Insurance Group, Tom Hook (1774), and Mark Miranda (2355) - HISD.

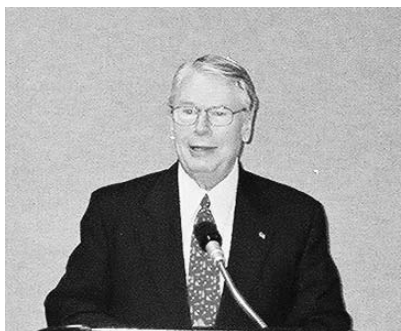
### Sponsoring Organizations

Instructor candidates participating in Parts I and III of the March ITP represented the following sponsoring organizations:

- American General Financial Services
- Electric Energy, Inc.
- First Priority of Alabama
- HCA
- Houston Independent School District
- University of Houston



L to R: Harold S. Hook, Emily Reeves and Bill Sheppard



Harold S. Hook  
Featured Speaker

### Part I Speaker

**Bill Sheppard**, Vice President of Electric Energy, Inc. spoke on behalf of the Part I group. He spoke about Model-Netics on two levels, first, how Model-Netics has been important on a personal level and, secondly, how Model-Netics has been used in his organization.

### Model-Netics - Personal Reflections

Bill related his experiences with Model-Netics to that of other programs of a technical and management training perspective he has been exposed to during his 30-plus year career. "I've been fortunate to be in several organizations that really believed in training ... but I can with no reservation say that easily the one that has been the most meaningful to me has been Model-Netics." He pointed out two primary reasons for this. 1) It (Model-Netics) embodies principles, moral-type principles, that he agrees with; and 2) Model-Netics has validated the things that experience has taught him.

Bill related this through a study done by The Institute of Nuclear Power Operations that outlined the precursor to problem plants. In essence the study said that if you look at a problem plant you're buying these precursors. Bill related that most, if not all of these precursors: acceptance of low standards of performance, insufficient direction by management, lack of documentation, etc. are validated through the models.

### Model-Netics Within Electric Energy, Inc.

Bill went on to talk about how the Model-Netics program is being used within the Electric Energy organization. "We use Model-Netics very well in some areas including our hiring practices and our interviewing techniques. In addition, we've developed a guide to management development that is embodied in the principles of Model-Netics. Probably the most important thing that we are getting out of Model-Netics is through the orientation - the imprinting of our new employees as we use Model-Netics to say this is what our expectations are, this is how we expect people to behave in our company. We want people to be aligned with our goals and our objectives, and using Model-Netics is the way to do that." Bill mentioned that going forward they would like to further institutionalize

Model-Netics through the use of some of the Main Event Management Systems that provide organizations with the ability to institutionalize Model-Netics.

### Part III Speaker

**Emily Reeves** (2722), Executive Assistant to the Superintendent of the Houston Independent School District represented the Part III class. Emily related to Model-Netics on several levels: First, her personal experience with Model-Netics; and secondly, how she has seen it work within her organization (HISD).

### Taking Model-Netics via the CBT

Emily's experience with Model-Netics was somewhat unique in that she took the course via the Computer Based Training Program first before actually taking the classroom version of the Model-Netics Course. It was through Model-Netics training, and the constant application of models by Robert Stockwell (her mentor), which helped Emily make the transition from a small non-profit background to an organization the size of HISD. As Emily puts it, "Model-Netics helped to put some "framework and understanding to the complexity and the systems necessary to work within a large organization."

### Historical Perspective

When discussing the history of Model-Netics at HISD, Emily referred back to the early years of Model-Netics at the District when then Superintendent Rod Paige (current Secretary of Education) brought Model-Netics into HISD. Though Emily herself has only been with the District 2-1/2 years, she has seen evidence of the

*Continued on Page 2*

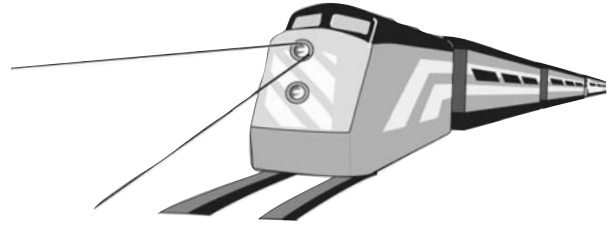
#### INSIDE

- p. 2 Northbound Train Spotlight
- p. 2 Memory and Model-Netics
- p. 3 Welcome to MEMC
- p. 3 MEMC First Quarter Recertification
- p. 3 What Is A "Main Event"?
- p. 3 Superintendent's CEO Course
- p. 3 Instructor Insights
- p. 4 Calendar of Events
- p. 4 Contact Information

*The number in parenthesis after a name refers to the individual's Model-Netics Associate Number.*

# Northbound Train Spotlight

**Organization:** All About Staffing  
**Location:** Sunrise, Florida  
**Industry:** Healthcare Staffing  
**Interview With:** H. B. "Jack" Lisle, CEO  
**No. Employees:** 4,000



## Why was Model-Netics introduced in your organization?

**Mr. Lisle:** All About Staffing has gone through significant growth in the past couple of years. The organization went from a division based operation to one that was HCA company wide. The change, and pressures that the organization went through were significant. We expanded to 20 domestic facilities and four outside the U.S. Model-Netics helped us develop a common culture by creating a common language and framework for making decisions.

## How has Model-Netics changed the way business is conducted at All About Staffing?

**Mr. Lisle:** Model-Netics has given us a common business language and framework for our decision making processes.

## Explain why you are having your key leadership team at AAS become certified Model-Netics Instructors to teach Model-Netics.

**Mr. Lisle:** I think cultures are built from the top down. Model-Netics provides us with a key component or catalyst to establish that culture.

## With the demands you face as CEO of your organization, why have you taken the time to continue teaching Model-Netics?

**Mr. Lisle:** I need the constant refresher. I also find that during the preparation for a class, I get fresh ideas on how to approach and manage issues.

## In what ways has Model-Netics influenced your approach to management?

**Mr. Lisle:** I always thought I was pretty organized, but Model-Netics has taken me to a new level. It provides me with a framework that makes me a better manager.

## Any comments or points that you would like to share about Model-Netics?

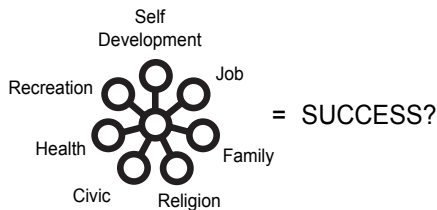
**Mr. Lisle:** I would recommend Model-Netics to all managers. I firmly believe that Model-Netics will improve the performance of any manager that either teaches or takes the class. There are a number of quality management development programs around, and I have found that Model-Netics stands on its own as well as complements those programs as well as any program that I have worked with. It should be part of the corporate competency for all managers.

Continued from Page 1

influence Model-Netics has had on the HISD culture since starting with the District.

## Featured Speaker

**Harold S. Hook (0001)**, President of Main Event Management Corporation was the featured speaker at the graduation luncheon. Mr. Hook spoke on *defining* success within the Seven Ports of Life.



**Seven Ports of Life**

## Making Choices Within the Seven Ports

Part of the difficulty in determining success in a given port is choosing the trade-off between ports. As Hook puts it, "How do

you decide between family, job, church, community and so on?"

He explains the basis for making these choices in the Seven Ports of Life is YOU - in other words, your personality. "If you try to bring everything to a rational judgment in making a choice between family and job and so on, you get paralyzed because you can't bring them to a common denominator. Those choices make you what you are, and they continue to do that."

## The Success Profile

Mr. Hook commented that before you can determine success, one must first define what success is - not an easy task. "I worked on a standard definition for success for a very long time, but came to the conclusion that a universal definition of success would be the answer to three questions:

1. "Are you *doing* what you really want to do?"
2. "Are you *going* where you really want to go? and
3. "Are you *becoming* the kind of person you really want to be?"

He explained that the process can get complicated when you may be *doing* something

you really love to do, but don't think its taking you where you want to go, or conversely you might be doing something you don't like, but you do think its taking you where you want to go."

## The Challenge

After explaining the Success Profile, Hook asked, "What's this (the Success Profile) have to do with the Seven Ports and your personality?" He answers, "A great deal. Your assignment for the rest of your life is to ask those three questions about each of the Seven Ports of Life ... and that will be a lifetime's work."



## Memory and Model-Netics

It is often said, that "memory makes you - more you - than anything else." Certainly memory is at the core of both thought and communication, and provides a challenge in the design and use of Model-Netics. Memory can be divided into two parts: short-term memory (STM), and long-term memory (LTM).

LTM provides essentially unlimited storage. Since LTM is self organizing, everyone has a unique LTM. (In Model-Netics terms, we call this the "denominator of the Stimulus Fraction.")

STM, is the processor, and has very limited capacity. We know from research studies that the capacity to deal with a number of items at the same time is 7 plus or minus 2 discrete pieces of information, often referred to as "chunks."<sup>1</sup> Because each Model-Netics model is designed to stay within these limits, it is possible to establish a model-based "common denominator."

This design feature also makes it possible for Model-Netics to organize the denominator of your Stimulus Fraction for the real-time practice of management. The idea is that the models provide the tools to pull up from memory what we know. Yes, there is magic in the number seven plus or minus two - at least as far as memory goes.

<sup>1</sup> George A. Miller, (1956) "The Magical Number Seven Plus or Minus Two: Some Limits on Our Capacity for Processing Information." Psychological Review 63:81-97

 **Welcome to Main Event Management Corporation**  
MEMC is pleased to welcome both Diane Cordova, Director of Consulting Services, and Pamela Minks, Project Coordinator as the most recent additions to its staff.

Diane comes to MEMC with an extensive background in the MEM management programs. Along with being a Model-Netics Instructor, Diane earned the MEM Consulting Associate designation in 1999. Prior to joining MEMC, Diane worked for Houston Independent School District as Assistant General Counsel and prior to that as Director of District Decentralization. She received her BSW from the University of Texas (Austin) and her JD from the University of Texas School of Law. Diane can be reached at 713-

831-1913 and [dcordova@maineventmanagement.com](mailto:dcordova@maineventmanagement.com).

Pam's path to MEMC is based on a background well suited for the Project Coordinator position. Most recently Pam served as Executive Director for the Houston Association of Insurance and Financial Advisors. Pam also has extensive background as an educator in both the private and public sectors. Pam received her undergraduate degree at Sam Houston State University and her Masters degree from Houston Baptist University. Pam can be reached at 713-831-6303 and [pminks@maineventmanagement.com](mailto:pminks@maineventmanagement.com).

### What Is A "Main Event"?



**Q:** Often times in Model-Netics we speak to a particular item, issue, or problem as being a "main event." What do we mean?

**A:** A "main event" is a high priority item, issue or problem with a high potential for improvement.

### Recertification -- 1st Quarter 2004

Bob Franz (0726), Director of Finance & Administrative Services for the City of Glendale in Glendale, CA completed his instructor recertification in March, 2004.

The City of Glendale is located in Los Angeles

County, and has a population of nearly 200,000 people. The City government consists of approximately 1,600 full-time employees.

Bob originally completed his Model-Netics Instructor Training nearly 20 years ago while an employee of the City of Huntington Beach.

### Superintendent's CEO Course

In coordination with the University of Missouri Partnership For Educational Renewal, MEMC will be conducting a course this summer entitled, *The Superintendent as CEO: Building A Performance Culture*. The course will include school Superintendents throughout the State of Missouri. Superintendents who participate in the seminar will leave with:

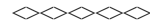
1. A greater understanding of what a performance culture is all about;
2. A road map for building and sustaining a performance culture; and
3. New ideas to increase the effectiveness of district wide efforts in this area.

*The goal of "Instructor Insights" is to be a "no cost consultant" by passing on the tips and tidbits that seasoned Model-Netics instructors as well as new associates share with us.*

## Instructor Insights

### A Model-Netics Family Affair

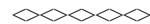
Recently Allison Laks (2710), Training Officer with the Sacramento County Airport passed along to us a story that was both interesting and symbolic of the lasting nature of the Model-Netics program. Earlier this year, Allison was teaching a Model-Netics class and she had her visiting mother audit the session. What was interesting was that Cynthia Laks (Allison's mother) had taken Model-Netics approximately 20 years ago as an employee with the New York State Department of Education. Allison mentioned "My mother still remembered many of the concepts - Indispensable Person and Mack Truck Theory."



### Teaching Model-Netics -- a Meaningful Experience

Roger Krebsbach (2709), Human Resource Manager with American General Financial Services completed teaching his first Model-Netics class in March 2004. In summarizing the experience, he said, "This experience was worth the money. I feel much more confident that my business acumen has improved to a more confident level. Thank you for the new life experience."

Roger has articulated what many have seen as being the "meaningful experience" that Model-Netics has brought about. The opportunity to teach Model-Netics not only brings value to those students who receive it, but the actual process of teaching Model-Netics helps to internalize the models to a point at which it is truly a life-time learning program.



### Setting the Expectation

Experienced Model-Netics instructors know the importance of setting the expectations for their class at the outset. Tim Partlow (2001), Vice President & CFO of IT&S with HCA Corporation is one instructor who has seen success with this approach. As one of Tim's students noted, "Tim is a tough teacher with high expectations, and as a result, I learned the models. I have the same high expectations as Tim, and now really find myself using this (Model-Netics) day-to-day."



# Calendar of Events

June 7 - 9, 2004	Model-Netics Instructor Training Program (ITP) Parts I & III Houston, Texas
June 10 - 11, 2004	Model-Netics Recertification Seminar Houston, Texas
Sept. 13 - 15, 2004	Model-Netics Instructor Training Program (ITP) Parts I & III Houston, Texas
Sept. 16 - 17, 2004	Model-Netics Recertification Seminar Houston, Texas

Model-Netics *Instructor News* is  
published quarterly by:

**Main Event Management Corporation**  
**2727 Allen Parkway, Suite 1600**  
**Houston, Texas 77019**  
**Phone: (713) 831-8605**  
**Fax: (713) 831-6306**

**e-mail: [info@maineventmanagement.com](mailto:info@maineventmanagement.com)**  
**[www.maineventmanagement.com](http://www.maineventmanagement.com)**



### We Want To Hear From YOU!

If you have suggestions or comments on how *Instructor News* could be more useful or would like to suggest a topic, please let us know. We welcome information, pictures or stories on Model-Netics within your organization. Contact us at [instructors@maineventmanagement.com](mailto:instructors@maineventmanagement.com).

