



Bold Thinking. Smart Growth.



What's happening in the world of ISAers? Our ISA NewsFlash keeps you connected with the latest member news and opportunities of interest.

Happy New Year! As Barbara Walters says, THIS...is 2020. And that means your 20/20 vision check is just around the corner. We're less than 2 months out from **"20/20 Vision - Hindsight, Foresight, Insight,"** ISA's Annual Business Retreat 2020, which will be held March 15-18 at the Marriott Camelback Inn in Scottsdale, AZ. If you haven't registered yet, the time is now! [Just look at all that's in store for you.](#)

[Register NOW](#), and get ready to take big bold steps into the future.

And here's a hot tip for you as you make your travel arrangements: Plan your travel so that you can stay at Camelback until 12:00 noon on Wednesday, because you won't want to miss the "Unlearning for the Future" workshop facilitated by Barry O'Reilly, author of "Unlearn: Let Go of Past Success to Achieve Extraordinary Results." You'll get hands-on experience with a transformative system you can use to you rethink your strategies, retool your capabilities and revitalize your business for stronger, longer lasting success.

ABR NEWBIE? THIS IS FOR YOU!

We have more than 30 first-time registrants on the roster for the Annual Business Retreat this year (so far!). **If this is your first ABR, then this special invitation is for you.**

Wondering what to expect when you arrive at the ABR this March? Join us for an ISA Zoom meeting where we'll give you a sneak peek at what's to come and share all the ins and outs of the event. You'll also have the chance to ask any questions you may have, so be sure to take advantage of this opportunity to kickstart your ABR experience. Choose one of the dates listed below and [register online](#) today.

ABR First-Timers' Preview and Q&A

February 19, 2020 - 1:00-2:00 PM Eastern

February 21, 2020 - 1:00-2:00 PM Eastern

ISA'S "HOW'S BUSINESS" RESULTS ARE IN

Head into 2020 with a look back at where things landed in 2019. A total of 30 member companies (representing 38% of ISA membership) participated in the **"How's Business" Check-Up** survey we sent out on December 11, 2019. Among the findings: Business performance has been relatively flat. Forty-six percent (46%) of the respondents reported a moderate increase in business, compared to 43% in July of 2019 when we last surveyed the membership. Six percent reported a substantial decrease in revenue since July, and 8% reported a moderate decrease. The business mood shifted during the second half of 2019, with 60% optimistic, 31% slow and steady, and 9% concerned. The comments, [which you can read in full in the executive summary and detailed results](#), speak to concerns about economic and political uncertainties and seem to imply that many are expecting a slowdown on the horizon.

Take a look at the [December 2019 ISA "How's Business" Snapshot here](#), and let us know if you have questions, comments or suggestions. Thank you to everyone who participated this time. We'll check in again at mid-year 2020.

MEMBER NEWS

Dr. Beverly Kaye Receives Lifetime Achievement Award from IMS: The Institute for Management Studies announced that it is presenting Dr. Beverly Kaye with its lifetime achievement award in recognition of her contributions to the field of leadership and career development. Bev is only the third recipient of a lifetime achievement award from IMS, joining past honorees Dr. Russell Ackoff and Dr. Marshall Goldsmith. In 2018, Bev received ISA's "Thought Leader Award" and the ATD Lifetime Achievement Award. As IMS President Charles Good says, "Beverly Kaye has been a pioneer in the use of career development and engagement. Her efforts have paved the way for the field and we're honored to give her the Lifetime Achievement Award from IMS."

PSI Services Acquires Caliper: In December, global workforce solutions provider PSI Services [announced](#) its acquisition of Caliper. For over 60 years, Caliper has been using data and scientifically validated instruments to provide deep insights into sales effectiveness. With tools like the Caliper Profile, the company has helped more than 65,000 organizations hire and grow the right talent. Mark Greenberg, CEO of Caliper, notes that Caliper believes in the power of people to drive success through hiring and development, which aligns perfectly with PSI's vision: to empower people in their careers and drive organizational success. Administering over 15 million tests and assessments every year, PSI's technology-first psychometric solutions help people achieve success in their academic, personal, and work lives.

Scott Blanchard Named President of The Ken Blanchard Companies: The Ken Blanchard Companies® announced earlier this month that its board of directors has named Scott Blanchard as the firm's new president, succeeding Howard Farfel. Howard joined The Ken Blanchard Companies in 2002 as vice president of marketing and had served as president since 2012. Howard left Blanchard to accept a CEO position at San Diego-based TalentSmart, Inc. Scott was most recently Blanchard's Executive Vice President of Client Services and held a number of senior positions in product development, sales and delivery. He's a co-founder of Blanchard Coaching Services and Blanchard Online Learning. He's also the co-author of the books *Leverage Your Best*, *Ditch the Rest* and *Leading at a Higher Level*, as well as two of Blanchard's training programs, Coaching Essentials® and First-time Manager™.

CALENDAR

Deadline Extended to February 7: ISA's 2020 Financial Benchmarking Study

ISA's Financial Benchmarking Study is one of the top three most highly rated benefits of ISA membership and the most complete comparative financial performance information available exclusively to you as an ISA member. If (and only if!) you participate in [ISA's 2020 Annual Financial Benchmarking Study](#) by February 7th, you will have access to a volume of useful information about your company. You'll also be invited to participate in the invitation-only Financial Benchmarking Session at ISA's 2020 Annual Business Retreat. There is no additional charge for this - the study is included with your annual dues - so be sure to take advantage of this valuable perk of your ISA membership.

Time's running out! You must submit your data by February 7th. [Access the form here](#) to input your data directly to the Industry Insights system. Note: You don't have to complete the entire form in one sitting. The "save and return later" option will enable you to come back and complete it later, if necessary.

February 19, 1:00 - 2:00 PM EST: ABR First-Timers' Preview and Q&A (option 1)

February 21, 1:00 - 2:00 PM EST: ABR First-Timers' Preview and Q&A (option 2)

Get your questions answered and learn more about what to expect at the Annual Business Retreat. [Register for the sessions here.](#)

February 24-26: Training 2020 Conference & Expo

Thanks to ISA and Training's partnership, ISA members can take advantage of special discounts on the **Training 2020 Conference & Expo**, which will be held at Disney's Coronado Springs Resort, Orlando:

- **Save \$300 on the Training 2020 3-Day Conference & Expo with discount code ISA20**
- **Save \$100 off a Certificate only with discount code CERT**

[Click here for more on the conference and to register](#) (using one of the discount codes above). For a sneak peek of what's in store for attendees, [click here](#). You might recognize a familiar face or two in that video!

March 15-18: ISA's Annual Business Retreat, "20/20 Vision - Hindsight, Foresight, Insight"

The 2020 ISA Annual Business Retreat is fast approaching. If you haven't registered, don't put it off any longer! [Register today.](#)

WELCOME NEW ISA MEMBERS

			
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Have a great week!

Pam

Pamela J. Schmidt
ISA Executive Director