Why You and Your Staff are the Best Resources for Creating Highly Effective Employee Training Materials

A look at the many advantages of in-house training development and the ways in which The Build Better Training Workshop can help.

Includes a Detailed Workshop Syllabus

Presented by

The Build Better Training Workshop
www.BuildBetterTraining.com

Why You and Your Staff are the Best Resources for Creating Highly Effective Employee Training Materials

*A look at the many advantages of in-house training development and
the ways in which The Build Better Training Workshop can help.*

Confronting Training-related Business Challenges

Most businesses small or large are presented with some common challenges that can impact their potential for success.

- Worker productivity is down.
- Product quality is suffering.
- Customer service is inadequate.
- Market share is being lost to the competition.
- Legal and regulatory requirements pertaining to workplace safety, security and workers' rights are not being met.

Each of these frequently encountered occurrences often share one common trait. They are deeply rooted in inadequate employee training.

Despite significant expenditures by companies on various training delivery methods, the desired degree of learning- and ultimately performance, is often not realized. Identifying the underlying problems that result in the ineffectiveness of much of today's training can be difficult, since training is often analyzed exclusively from a delivery standpoint. A significant number of training problems, however, are not with the delivery. The problems often lie within the training materials upon which the delivery is based.

Quality training materials can prevail through poor delivery, while poor training materials will fail even with the best facilitation.

In order for training efforts to succeed, the information presented must be capable of addressing specific organizational, audience and subject matter training needs through targeted delivery of relevant and informative content.

While the concept of identifying and addressing specific training needs seems straightforward, there are some common pitfalls that frequently and negatively impact the entire training design and development process. In addition to these pitfalls, there are many unique characteristics and requirements of learning in a training environment that are often overlooked.

The Need for the Build Better Training Approach

Learning in an organizational training environment differs significantly from learning in an academic setting. Learning for training is completely needs-driven, contains a shorter window of learning opportunity, requires real-world applicability, and is performance-based.

Facilitating learning in accordance with these characteristics requires a comprehensive "learning for training" approach that specifically addresses the unique needs of learning in the context of training.

This "learning for training" approach is the focus of The Build Better Training Workshop and encompasses the following critical areas:

- Attaining the mindset required to develop quality training materials.
- Recognizing and avoiding some common pitfalls frequently encountered throughout the training design and development process.
- Undertaking a comprehensive discovery effort to determine specific training needs and gather relevant subject information.
- Implementing and completing a targeted and focused design process in which specific training needs are converted to more detailed learning needs. These learning needs evolve to become the learning objectives that form the basis for all subsequent curriculum content development activity.
- Creating meaningful content through the proper presentation of targeted and relevant information.

Key Components of the Build Better Training Workshop

The Build Better Training Workshop is an online, self-paced learning and resource center that teaches the instructional design techniques required to enable companies to develop highly effective employee training materials in-house.

These techniques are presented through 30 informative online video presentations that provide insight, instructions and recommended best practices for the performance of critical tasks at key points throughout the training design and development process. Written transcripts can be downloaded for each video.

Accompanying the video presentations are the Discovery Template, which provides guidance through the needs assessment and information gathering phase, and the Design Template which aids in the identification of specific learning needs and the formulation of corresponding learning objectives.

A number of reference guides, worksheets and job aids provide assistance throughout the curriculum content development phase.

The Build Better Training approach to training design and development was derived from over 25 years of helping people learn in a variety of organizations, and is suitable for all delivery methods including facilitated classroom training, self-paced learning and computer-based training applications.

The Benefits of the Build Better Training Approach

The Build Better Training Workshop was built on the premise that it does not take an instructional design specialist to design effective training material.

Common sense, good communication skills and a willingness to follow a structured, yet flexible and adaptable approach give managers, supervisors, human resources staff and other organization members the potential to design and develop a training curriculum that will satisfy the most demanding learning needs in any organizational training environment.

The ability for your organization to design its own quality training materials offers several significant benefits.

There is the obvious economic benefit of cost control when existing employees are able to design quality training courses in-house, rather than outsourcing to costly instructional design professionals.

But there is the more-important benefit of content control.

Developing effective training materials is a collaborative effort that involves identifying needs then gathering and presenting information to meet those needs.

Since in-house employees are already collaborating each and every day, this existing intra-company interaction can be easily leveraged and optimized in the following areas:

- **Needs Assessment.** Your own employees are living the training needs each and every day- and with some initial guidance and learned techniques will have the best potential for extracting, refining and presenting theses needs so that they can be properly addressed.

- **Information Gathering.** Your own employees have first-hand knowledge of who the experts are in any given area. They possess a natural ability to seek out the right people and obtain the right information.

- **Design and Development.** With a few additional, easily-learned skills, each organization's own employees have the greatest potential to design a curriculum and create meaningful content that will best address the identified training needs.

Developing current staff into qualified instructional designers offers the following additional built-in advantages:

- **Inherent accountability.** Employees are naturally more accountable within their own organizational structure than they are to third-party training designers. The overall level of participation and cooperation will likely be higher with an in-house training development effort.

- **Accuracy & immediacy.** With an in-house training development effort there is little opportunity for misinterpretation of company-specific language or culture. Information is delivered directly in a manner that will be immediately understood by the recipients.

- **Motivation.** Existing staff are the ultimate beneficiaries of organizational training efforts as a result of improved products and processes, and are willing to put in the extra effort required in producing quality training products.

- **Standardization.** The organization benefits from a standardized training design and development process that results in consistency in the underlying structure of all training materials.

The Build Better Training Workshop offers an individual online access license to all of the videos and downloadable resources, as well as an enterprise version for larger organizations wishing to provide the workshop to employees on their own company intranet. Visit **www.BuildBetterTraining.com** for more information on licensing and pricing options, or to register.

Summary of Key Workshop Features

- **30 online video presentations and downloadable written transcripts** that provide insight, instructions and recommended best practices for the performance of critical tasks at key points throughout the training design and development process.

- **A comprehensive Discovery Template** that provides guidance throughout the needs assessment and information gathering phases.

- **A flexible and adaptable Design Template** to aid in the identification of specific learning needs and the formulation of corresponding learning objectives.

- **Additional worksheets and job aids** that will provide guidance and assistance in a variety of areas related to the preparation and completion of your training curriculum.

- **A content development resource center** to assist with the packaging and presentation of curriculum content for optimal reception by the training audience.

The Build Better Training Workshop Syllabus

Part 1: Establishing a Proper Mindset for Successful Training Development

12 online, self-paced multimedia presentations addressing the "behind the scenes" aspects of successful training design and development.

This is achieved by focusing on some key fundamentals and organizational dynamics that are critical to attaining the mindset required in developing quality training materials.

Focusing on Key Elements of Learning in a Training Environment

- Becoming Familiar with How People Learn **(4:07)**
- Recognizing the Characteristics of Learning in Training Applications **(2:58)**
- Addressing the Specific Goals of Learning in Training **(3:10)**

- Implementing a Learning for Training Approach **(3:00)**
- Respecting Cognitive Boundaries **(4:58)**

Maintaining Objectivity and Versatility Throughout the Training Development Process

- Prohibiting Presumption **(4:07)**
- Using Common Sense as the Preferred Methodology **(4:23)**
- Avoiding the Tool Trap **(2:03)**
- Putting Function over Form **(4:20)**

Acknowledging and Addressing Interpersonal Impediments to Successful Training Development

- Overcoming Arrogance **(4:46)**
- Resisting Appeasement **(4:42)**
- Avoiding Insularity **(2:00)**

Part 2: Mastering the Discovery Process

11 online, self-paced multimedia presentations that will guide viewers through the process of determining specific training needs and gathering the information that will be required to properly address the identified needs.

These presentations incorporate the use of the Discovery Template. This template provides a structured approach towards completing all required discovery tasks, and an organized means of recording information obtained throughout the discovery effort.

Determining Organizational and Audience Training Needs

- Determining Organizational Stakeholders **(2:42)**
- Probing for Potential Organizational Training Needs **(2:18)**
- Getting to Know the Training Audience **(3:42)**

- Probing for Potential Audience Training Needs **(2:41)**
- Refining Organizational and Audience Training Needs **(1:48)**

Gathering Subject Information

- Recognizing the Goals of Information Gathering **(3:02)**
- Locating Subject Matter Experts **(2:26)**
- Incorporating Various Methods of Information Gathering **(6:21)**

Determining Subject Training Needs

- Recognizing Key Content Attributes in the Source Material **(3:09)**
- Using Content Attributes to Identify Subject Training Needs **(2:16)**
- Refining Subject Training Needs **(2:29)**

7 online, self-paced multimedia presentations that assist viewers in designing targeted, focused and highly effective training materials capable of addressing specific training needs.

These presentations incorporate use of the Design Template. This template provides a structured approach towards completing all required curriculum design tasks, and an organized means of recording information involving specific learning needs and corresponding learning objectives.

Converting Training Needs to Learning Needs

- Identifying Applicable Learning Goal Relationships **(4:35)**
- Defining Goal-based Learning Needs **(2:10)**

Formulating Learning Objectives

- Recognizing the Role of Learning Objectives **(2:42)**
- Indicating an Expected Action **(5:01)**
- Referencing Specific Content **(2:27)**
- Relating to the Original Learning Need **(1:44)**
- Finalizing the Learning Objectives **(2:26)**

Additional Resources

Content Development and Enhancement Guides
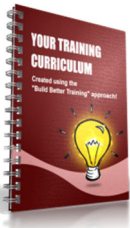
A collection of detailed and informative reference documents to guide you through the process of preparing, enhancing and effectively presenting your curriculum content.

- Creating Logical Learning Entities
- Establishing the Curriculum Content Structure
- Incorporating Retention Components
- Packaging Content for Optimal Reception
- Finalizing the Curriculum Content

Project Management Reference Documents

A collection of detailed and informative reference documents to help guide you through some critical training development project management tasks.

- Training Project Planning Considerations
- Building a Winning Training Development Team

Workshop Licensing Options

Individual License

One Year Online Access Period for One Unique User

- Hosted on our web servers
- 30 online multimedia presentations
- Accompanying templates, worksheets & job aids
- Transcripts to all presentations
- Content development resource center
- Project management resource center

Enterprise License

Unlimited Intranet Access for All Employees of One Organization

- All feature of the individual license
- Hosted on your own company network
- All required HTML pages, media files and downloadable documents
- Upload to your server for instant, turnkey web delivery

For pricing and additional licensing information visit us online at

www.BuildBetterTraining.com