



Moderator:

Donna Steffey, CPLP

Panelist:

David Brown

Hamza Taqi

Claudia Salazar

Heather McMillen

Around the World Introductions

- Use chat to answer questions:
1. Name, type of training you do.
 2. Favorite food.

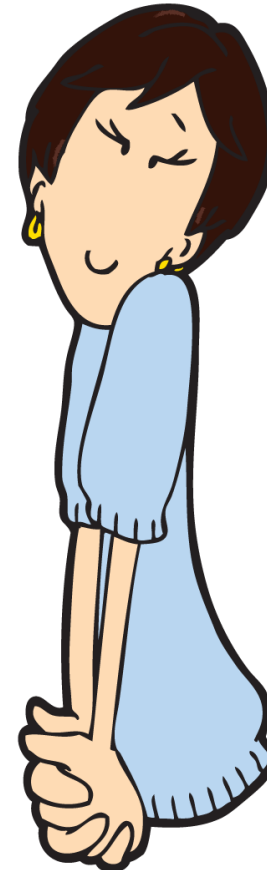


Your Hosts for Today's Session

Moderator:
Donna Steffey



Co-Facilitator/Producer:
Regina Harris



Ground Rules

Participants

- Participate in discussions/activities
- Have an open mind and stay focused on webinar
- Tools

Instructors

- Use real-world examples
- Keep class interactive
- Involve all participants





Where are you from?



ASTD
MASTER
& TRAINER
ASTD
PLACE LEARNING & PERFORMANCE

EXIT



First Master Trainer Class in China (before)



First Master Trainer Class in China (After)



ATD TRAINING CYCLE

**List challenges
that impact
learning results**



**Use technology
to improve
needs
assessments**

**Facilitate the
right activities**

**Improve
effectiveness
of Design**

Meet the Panel



David Brown (Nigeria)

Describe how the use of technology can speed up data collection for needs assessments.



Claudia Salazar (Colombia)

Identify criteria for activity selection for better facilitation.

Hamza Taqi (Kuwait)

Use 3 best practices to improve effectiveness of design.



Heather McMillen (USA- Texas)

List professional challenges that impact learning results.

“The Cost Of Ineffective Training Far Exceeds The Cost Of Doing It Right The First Time”

Ed Cohen, VP Learning Product Management at SuccessFactors

Only **1** in **5** organisations measure Business Impact of Learning



\$85billion

Money spent in the USA on training that is **NOT Aligned with Business Performance**

Source: ATD State of the Industry Reports

Real Case Study

**“New BI Course
Design, Development
and Facilitation”**

**And Oh!, “We need
this in 2 weeks”**

Data Collection: 4 Step process

Based on the work of Deborah Davis Tobey



KYC

Know your Clients:
Have the initial
discussion.
Ask the right
questions.



Plan

Develop questions,
choose data
collection method &
Identify
data sources.



Implement

Implement the
plan but be flexible
and know when to
stop.



Report

Draft a report of
your findings &
recommendations.



Data Collection Methods used

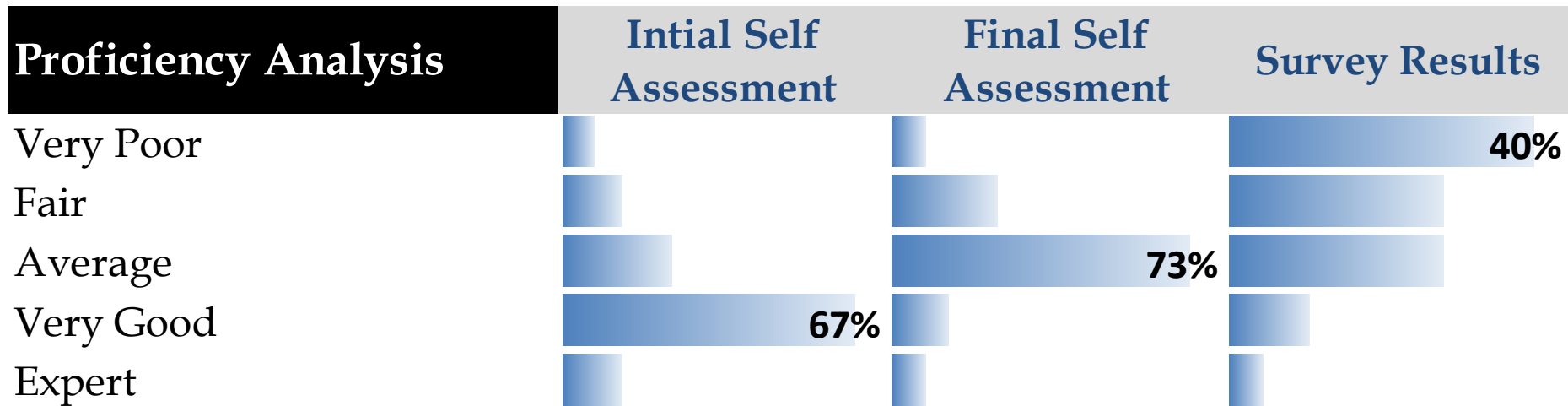
**Survey Question
Format used**

- ➔ **Bio Data**
- ➔ **Question Matrix**
- ➔ **Competency Quizzes**
- ➔ **The ROI Question for the evaluation Phase**
- ➔ **All questions tied to meeting outcomes with the Managers**

Survey Analysis & Reporting

The online survey was analyzed using our robust survey analyses Model built on Excel & VBA

Sample Report Summaries from the Survey Data



Survey Analysis & Reporting

Detailed Report per Trainee from the Survey Data

Advanced Presentation Proficiency Screening - Result Slip Wednesday 09 March - 2016

Company
Logo



Name: Kate Oke

Overall Score: 38.0%

Company: Sample Company Limited

Role: Data & Business Analyst

Department: Bi Division

Test Completed on: Sunday, 22 Feb 2015 - 10:13 AM

Survey Code: 148738327

Kate.Oke@mycompany.com

Time Taken: 0hrs 33mins

Current Excel Proficiency: Fair - We recommend the Full Advanced Presentation Skills Course

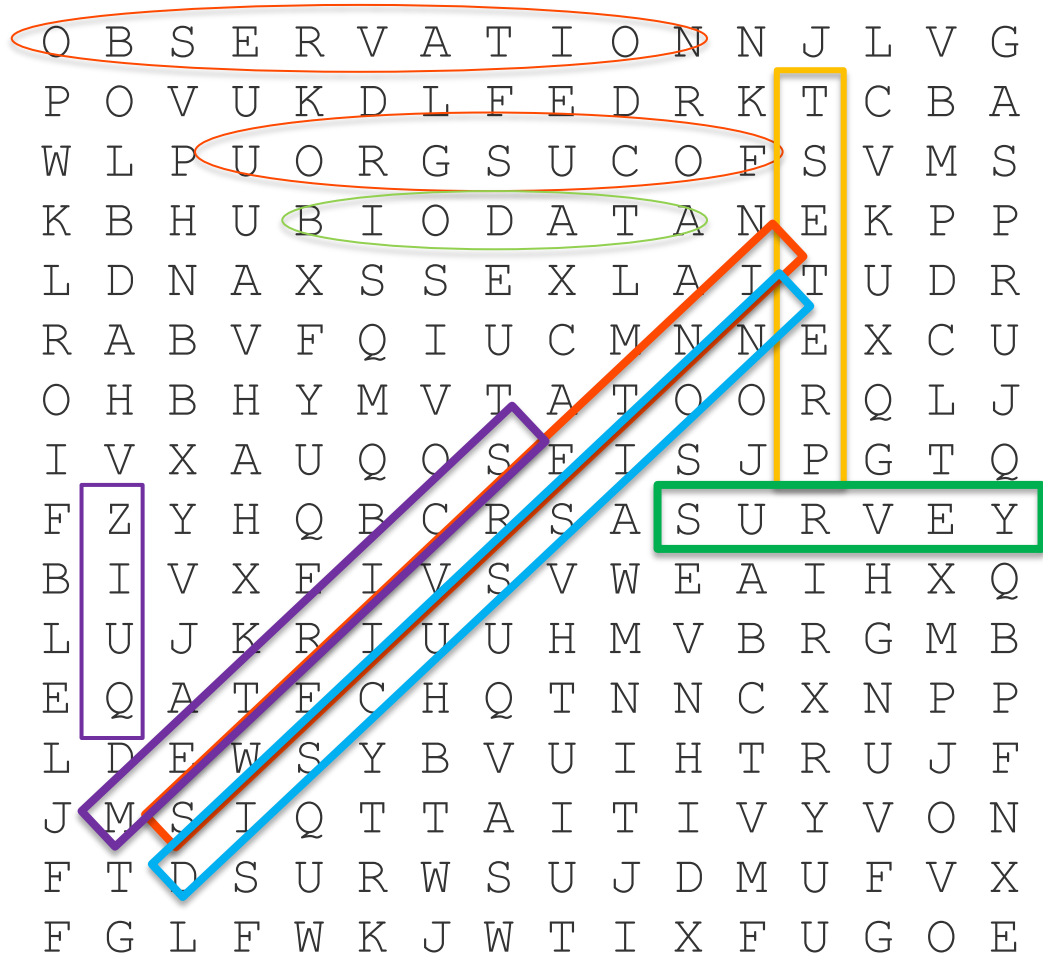
Kate assessed him/herself as Average before the screening and Average after the screening.

Kate passed 3 out of the 10 quizzes.

Training Request: Identify essential tools to help develop executive presentations. Develop skills to effectively use those tools. Develop skills to build an activity plan for the presentation layout. Build engagement techniques for presentation delivery.

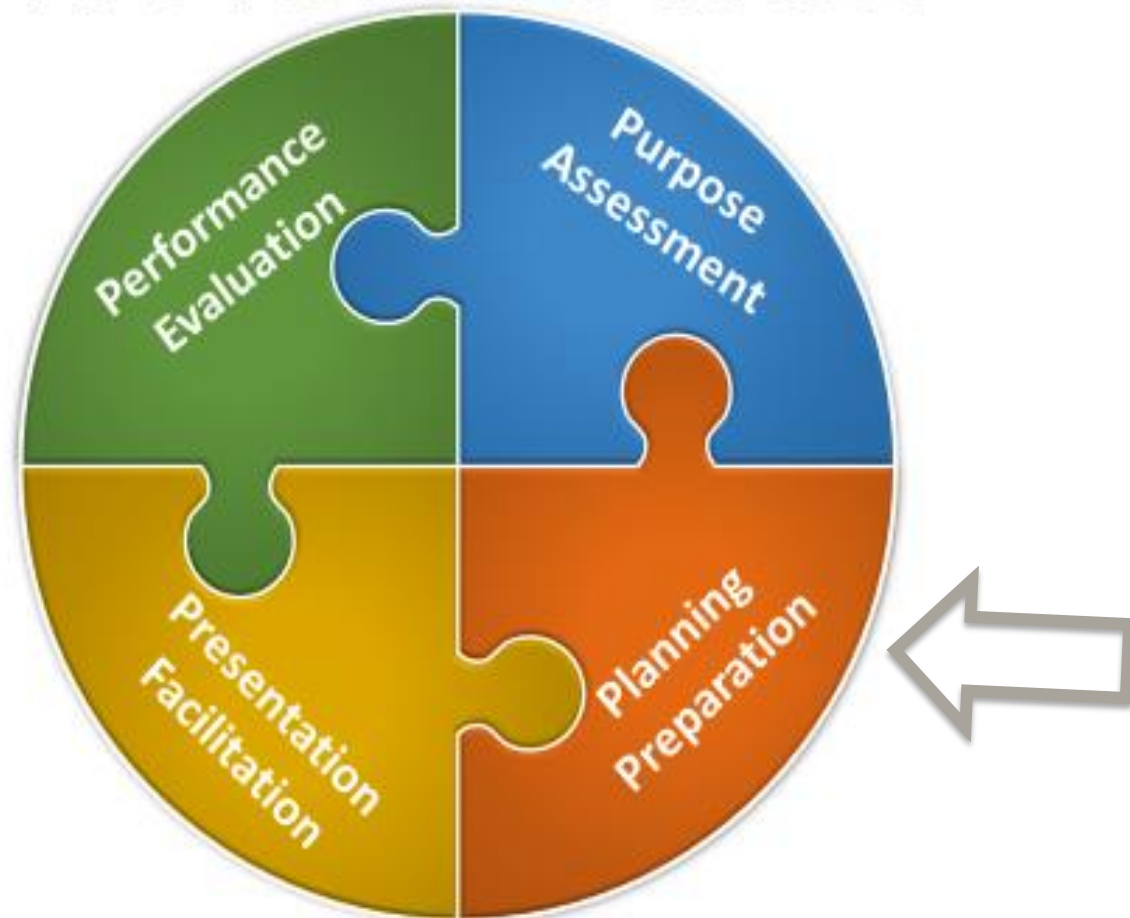
Survey Topics	Grade	Weighted Score	Max Score
Staff Initial Self Assessment	not graded	0.0%	0%
Basic Presentation Skills Scale	Average	5.0%	10%
Data Presentation Skills Scale	Average	5.0%	10%
Quiz 1 - Company Style Guide	Failed	0.0%	6%
Quiz 2 - Choosing an Appropriate Graphic	Passed	6.0%	6%
Quiz 3 - Capturing your Audience's Attention	Failed	0.0%	6%
Quiz 4 - Basic Design Elements for Graphics	Failed	0.0%	10%
Quiz 5 - Avoiding Data Dump & Managing Clutter	Failed	0.0%	10%
Quiz 6 - Identifying a Presentation Flow Structure	Passed	10.0%	10%

Data Collection Methods



INTERVIEWS FOCUSGROUP SURVEY QUIZ METRICS
OBSERVATION PRETEST BIODATA DISCUSSION

ATD TRAINING CYCLE



3 Best Practices for Design



1.



LOOK AT THE

Picture

2. Involve Everyone with ADDIE



What ways would your company benefit if you involved more people?

3. Combine Blended Methods

What challenges do you face applying a blended approach



PoP Quiz



What type of blended methods are you currently using?

A = Webinars

B = Discussion Boards

C = Mobile learning

D = Face-to-Face

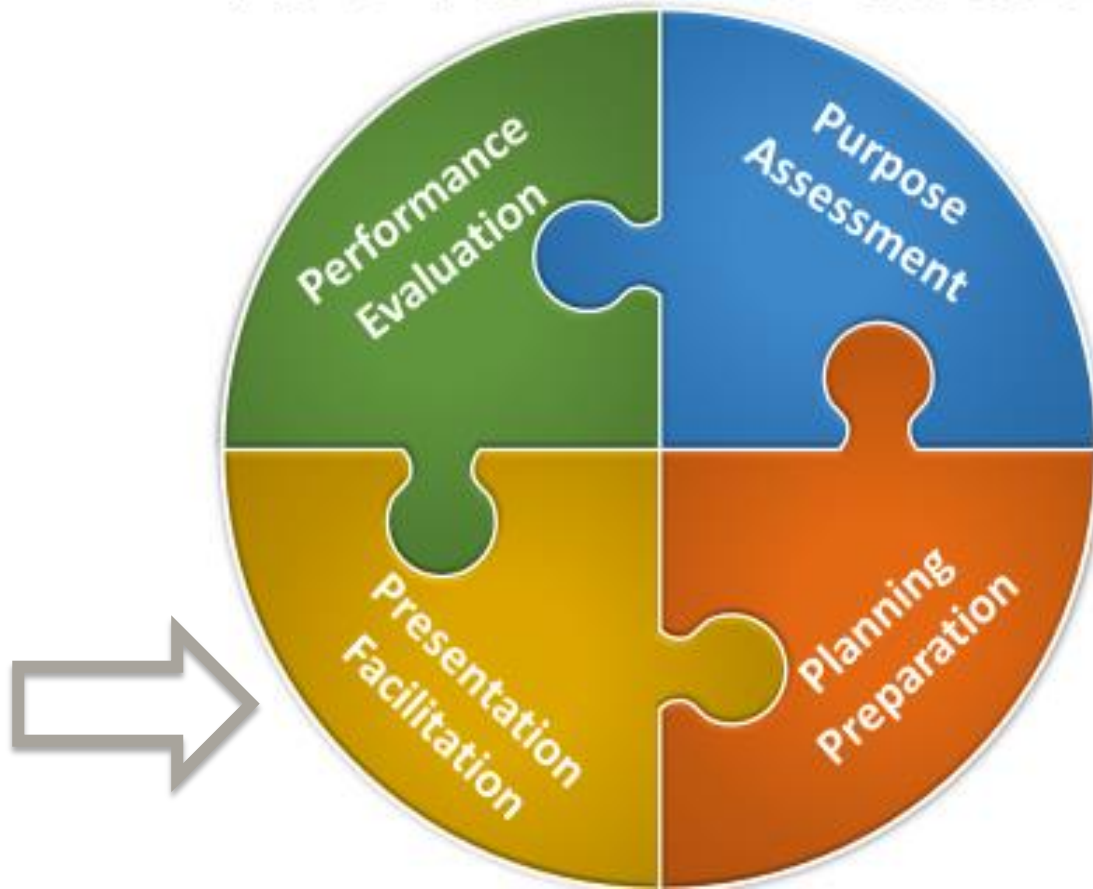
E = Web 2.0 tools

F = All of the above

G = Most of above



ATD TRAINING CYCLE



12-15



5-7

Learning Styles

Explorers



Reasoners



Doers



Judges



Learning Styles

Reasoners

Seek Meaning

Needs details

Provident

Support

Like to answer questions

X Timed test



Ask WHY

Learning Styles

Judgers

Seek Facts

Logical
Patience
Data domain
Process
Precise
X Ambiguity



Ask WHAT

Learning Styles

Doers

Tinker Apply

Objective oriented

Precipitate

Touch

Critical

X Memorize



Ask HOW

Learning Styles

Explorers

Seek hidden possibilities

Don't follow rules

Impulsive

Enthusiastic

Walking

X Long sessions



Ask WHAT IF

Learning Styles

Explorers



Reasoners



Doers



Judges



Learning Style Activity

1. Identify and type your learning style into Chat.
2. Think of activities you like to do when you are a learner.
3. Use your text tool to write activities on the white board for each learning style. Your style needs to have 3 activities in total.
4. When I count to 3 you can begin to type your list of activities.

Learning Styles

Explorers

Reasoners

Doers

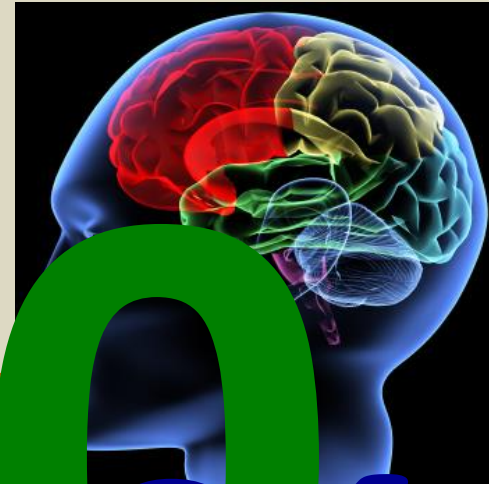
Judgers

Learning Styles

Explorers



Reasoners



100%



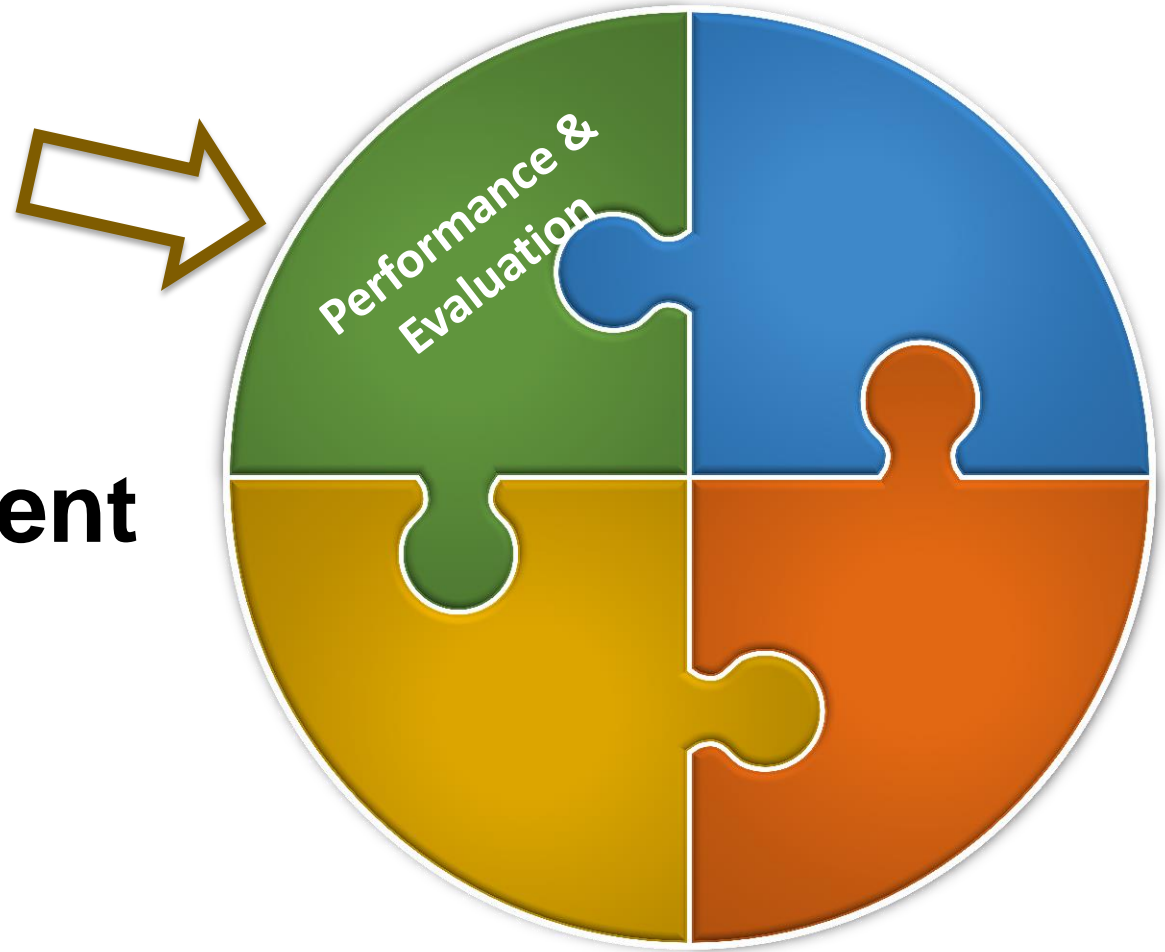
Doers



Judges

ATD TRAINING CYCLE

Improvement



Evaluation is a Process



Results!

Application!

Learning!

Reaction!



– **Four levels of Evaluation** by Donald Kirkpatrick

A magnifying glass with a black handle and frame is positioned over the word "ERROR". The word is written in large, glowing white letters with a red outline. The background is a dark red field filled with binary code (0s and 1s) in various sizes and orientations, some appearing to float or be part of a 3D space. The overall aesthetic is high-tech and digital.

ERROR

Challenges of our Profession

Challenges of Practitioners

**38% say they
experience reduced
time to market**



Challenges of Practitioners

47% They don't have the analytics to measure training effectiveness



PoP Quiz



What challenges do you face that are impacting training results?

- A = Reduced time to market**
- B = Lack analytics for results**
- C = Lack of human resources**
- D = Technology problems**
- E = Other**

Summary

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