

The Community Outreach Program (COP) of the Golden Gate Chapter of ASTD presents:

TRAINING DESIGN & DEVELOPMENT WORKSHOP

- WHEN:** Monday, Tuesday - March 10 & 11, 2008
TIME: 9:00 am - 4:00 pm Free continental breakfast 8:30 - 9:00
WHERE: Heller Ehrman, 333 Bush Street, 30th Floor, San Francisco
HOW MUCH: Members: \$245; Non-members: \$295 - includes all-day instruction and your materials. You supply your lunch.
HOW TO ENROLL: Registration is via our website at www.astdgoldengate.org

WHAT THIS WORKSHOP WILL DO FOR YOU:

Great training starts with a great training design. Trainers need to know how to develop courses that achieve learning results.

This workshop teaches how to develop instructionally sound courses that have meaningful participation and challenging content.

Participants said - "Now I have a structure for organizing material logically and effectively while retaining audience interest and promoting learning." "By far, the best value for educational dollar I've ever spent." "Great resources and reference tools." "The activities were very useful. The instructors were very knowledgeable. They helped me with the design of a course I'm delivering next week."

WHAT YOU WILL LEARN - OBJECTIVES:

The workshop follows the well-tested Instructional Systems Design or ADDIE model. By the end of the workshop, participants will be able to design & develop training courses.

Given a front-end analysis and audience profile, workshop participants will be able to:

- Write the key points, content and task analysis.
- Write learning objectives that contain 3 elements: condition, action, performance standard.
- Sequence the learning objectives and content as appropriate to the content and audience analysis.
- Select an appropriate instructional strategy.
- Design instructional activities that demonstrate achievement of the learning objectives.
- Given the learning objectives, instructional strategy and activities, write the body, introduction, and conclusion of the workshop.
- Develop participant and trainer's materials.

Still have questions? Email Kris Schaeffer at KirstineS@aol.com

WORKSHOP LEADERS:

DIANE VORNOLI, our COP Program Manager, has 27 years of experience as a line manager in major consumer goods manufacturing companies such as Proctor & Gamble, Dole Foods, and Clorox. In that capacity, Diane was the client of trainers and training programs. In her professional capacity, Diane was a strong advocate of training for her staff and was, herself, a coach and trainer. For the past 5 1/2 years, Diane has had direct responsibility for the planning, design, development, and delivery of training programs supporting manufacturing which have provided her with the practical experience of knowing what actually works on the factory floor.

Diane received her ASTD CPLP (Certified Professional in Learning and Performance) certification in 2006.



KRIS SCHAEFFER has 36 years of experience in Training & Organization Development. She has designed the instructional strategy and systems for clients such as the American Institute of CPAs, National Institute of Certified College Planners, Pacific Bell, and Allenbrook (business enterprise software). Kris has also trained many trainers how to design training. Kris Schaeffer & Associates has 100+ copyrighted training programs and has designed training programs for many clients. Kris was trained in Education and Adult Learning Theory at Creighton University and the University of Michigan.



LAURA PUTNAM, MA, our COP Communications Manager, is the Founder and CEO of Motion Infusion, a training and development company that helps to improve the well being of employees and increase productivity by promoting movement in the workplace, through seminars, workshops and consulting in learning and wellness.

Laura holds a Bachelor's degree from Stanford University in International Relations and a Masters in Education from Brown University.

In addition to her work as a consultant, she conducts teacher-training workshops in places such as Ethiopia, Guatemala and South Africa.



Enrollment is limited to 12. This workshop is designed for COP volunteers who develop 4-hour workshops for nonprofits. If spaces remain, others will be enrolled on a first-come basis.

