

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

# INSTRUCTIONAL DESIGN WORKSHOP

**WHEN:** Tuesday & Wednesday - July 28 - 29th, 2010

**TIME:** 9:00 am - 4:00 pm

**WHERE:** DLA Piper, 555 Mission St, Suite 2400, San Francisco

**HOW MUCH:** Members: \$345; Non-members: \$395 - includes all-day instruction, coaching on your project, and a comprehensive workbook. We supply a continental breakfast and beverages. You supply your own lunch.

**HOW TO ENROLL:** Registration is via our website at [www.astdgoldengate.org](http://www.astdgoldengate.org)

## WHAT THIS WORKSHOP WILL DO FOR YOU:

Great training starts with a great instructional design. Learn how to develop workshops that achieve results.

This workshop teaches you how to develop instructionally sound courses that elicit meaningful participation, provide challenging content and achieve the learning objectives.

Participants said -

*"Now I have a structure for organizing material logically and effectively while retaining audience interest & promoting learning." "By far, the best value for educational dollar I've ever spent." "Great resources and reference tools." "Lots of information to use later; many, many, many tangible takeaways." "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 training workshops.

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

- Gather information and write the key points.
- Write learning objectives.
- Sequence the learning objectives.
- Select appropriate instructional strategies.
- Design the learning objectives.
- Format the design document.

**Still have questions? Call Kris Schaeffer at 415 474-0618**

## WORKSHOP LEADERS:

**KRIS SCHAEFFER** is the COP manager of In-service Training.



Kris has 37 years of experience in training & organization development. She has designed the instructional strategy and ISD systems for clients such as the American Institute of CPAs, Pepsi-Cola Management Institute, MasterCard University, and Pacific Bell Customer Care College. Kris is often called on as the "design doctor" to

improve workshops or help to build workshops from scratch. Kris Schaeffer & Associates has copyrighted over 100 training programs.

Kris studied Education and Adult Learning Theory at Creighton University and the University of Michigan. Kris earned the ASTD CPLP (Certified Professional in Learning and Performance) certificate.

**STELLA WONG** is our COP core team member-at-large. She has been part of the training and development industry for over a decade across multiple industries. She specializes in stand up training and facilitation but has been involved in all aspects of workplace learning and development from instructional design for ILT and WBT to evaluating learning systems. She is currently working in the health care industry helping teams develop Business Performance Management processes for strategy execution. In addition to healthcare providers, she has trained teachers and administrators, small business owners, sales staff and food service professionals.



She holds a B.A. from Smith College and an M.A. in Educational Technology with an emphasis in Learning Systems Development and Design from the University of Missouri. She is also a certified Project Management Professional (PMP) and a Lean Six Sigma Green Belt.

**Enrollment is limited to 12 participants so you get one-on-one coaching on your training project.**