

The Training Clinic

40 years

Training Clinic Moments

April 2017

Greetings!

This month marks our 40th birthday! To celebrate this amazing milestone, we have decided to dedicate this month's newsletter to our celebration. What better way to do this than go back to our roots. Forty years ago Jean Barbazette, our Founder, started our beloved Training Clinic. We interviewed Jean to learn more about our humble beginnings. Please enjoy this recount of our history, Jean's never ending curiosity for all things training and a bit of advice for us L&D professionals moving forward.

2016-17 Train the Trainer Public Workshops & Certifications

Keep it fresh by getting some just in time training with our much loved public workshops!

Click on any title below to go to our website and type in the name of the workshop in the search bar for more information and registration.

HOW TO DESIGN EFFECTIVE TRAINING PROGRAMS

Believe it or not, your slide deck is NOT your training design! Learn strategies and techniques to design your program to enhance learning retention and transfer of skills and knowledge back to the job.

Southern CA May 16-17, Sept. 25-26
Metro DC Sept. 20-21



An Interview With Jean Barbazette

Recently I had the gift of spending some quality time interviewing our founder, Jean Barbazette. Below are the highlights of our time together. I hope you enjoy reading it as much as I did experiencing it!

What inspired you to start The Training Clinic?

My children.

I had worked within organizations and had done some consulting projects. I just felt pulled in all directions and knew that something had to give. When I resigned from my job my boss asked, "So, what are you going to do now?" I told him that I had a consulting business. He paused for a moment and then said, "Tell me more about your consulting business..."

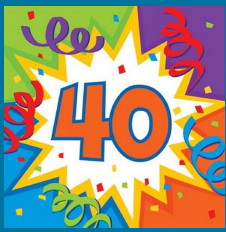
From there, all these forces came together. I took on custom design projects and got work done when the kids were napping or at school. It was a nice transition to



FACILITATE TRAINING WITH IMPACT!

Whether you're a subject matter expert or a full time instructor, this highly interactive workshop will give you the tools you need to step away from your PowerPoint and connect with your audience!

Metro DC Sept. 18-19
DFW Oct. 2-3
Southern CA Oct. 26-27

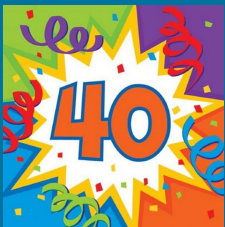


CERTIFIED PERFORMANCE CONSULTANT (CPC)

Feel like you're training for training's sake but don't want to appear unsupportive? Learn how to uncover the true performance needs of your organization and partner with management to achieve results.

ILT
Metro DC
May 8-10, Nov. 1-3
DFW Oct. 4-6

VILT
Nov. 7, 8, 13, 15



CERTIFIED INSTRUCTIONAL SYSTEMS DESIGNER (CISD)

Need to hit the ground running with your instructional design skills? Then this certification program is for you! This four day, VILT interactive program is for the subject matter expert or instructor who develops training.

VILT
Sept. 9.6.12.14

be with them.

By 1980 my husband, Rich, left his corporate marketing position and became head of marketing for The Training Clinic. And in 1983 we hired our first instructor!

We continued to grow as colleagues and associates went through career changes. Colleagues that became friends became instructors. By the mid 1980's we were growing so quickly and needed a more systematic way to attract, screen and hire instructors. We put into place (and still have) very stringent selection criteria for our instructors!

What's behind the name?

I wanted the company to be an entity in itself. I wanted people to come to a workshop put on by The Training Clinic, not The Jean Barbazette Training Clinic. I wanted the name of the company to be independent of me. There were other consultants out there who used their own names and participants got annoyed if they were not the ones presenting the workshop.

As for the word, "clinic" - I thought it was a practical kind of word. It had the implication of being doable, visible and something that implied learning.

The gems of The Training Clinic are our instructors. They represent a small niche in the L&D field because our selection criteria is so stringent. How did you go about developing a vision for what you wanted them to be?

I always looked for someone who had a strong skill set. Someone who was as good as I was or better at facilitation. They needed to have a strong train the trainer background. And, they needed to learn MY version of train the trainer.

I always looked for people who could present TTC content but had the ability to customize it from their own experiences. It's always been fun for me to sit in the back of the room and observe our instructors. It taught me that different is ok. You can have ownership of your materials, but need to let talented people tell their own story.

I also noticed that several of our instructors had different styles. One of our basic tenants is the 5 Steps of Adult Learning. No matter what the learning activity is, we need to take the learners through this process to ensure the learning sticks and gets transferred back to the job.

Watching our instructors go through the 5 Steps made me realize that they each have their own differences and preferences for the steps. This is how our Trainer Style Inventory came about!

What significant challenges have you seen in L&D over the years and how has The Training Clinic helped them in this journey?

I think one of the greatest challenges in the training business is to stay current. Not only to stay up on the research, like brain or cognitive development, but also keep up with sorting out trends and fads. This helps us stay focused on a vision and mission for our learning function: Who are we and what do we do to get there?

Years ago, we at The Training Clinic also had to figure out who we were and what our core business was. There were a number of people in Southern CA that were really good in effective business writing. This one couple kept bragging on how



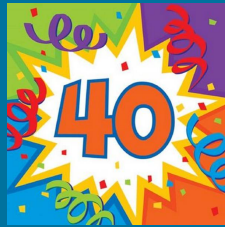
CERTIFIED TRAINING COORDINATOR (CTC)

This role has changed from administrator, record keeper and scheduler to someone who is interviewing vendors, training SMEs and, yes, even conducting and designing training!

Be prepared to handle this highly demanding role and do it with a performance consulting base. Join us in this highly interactive VILT program.

VILT

October 3, 5, 9, & 11



Still not sure? Then take a look at what our happy learners are saying about our public workshops:

A terrific two days and very beneficial. Well worth pushing work 'to the right!.' Thank you for your passion!

Thank you! The program far exceeded my expectations, so KUDOS to all of you too! I do plan on attending future events as well.

This course has been inspiring, validating, and most importantly provided me with many useful tools that I feel will make a huge impact on our daily operation.

The class was fantastic and I look forward to decompressing the information last week and applying the tools into our programs. Thank you for all you are doing to make a difference and sharing your expertise. You are truly making "Training Matter!"

Sign Up and Come Celebrate 40 With US!



busy they were. We looked into doing this and it was not successful because we were getting distracted from our core business. We wanted to be America's Train the Trainer leader. We needed to focus all of our efforts in this area in order to best partner with the L&D Community.

Looking back over 40 years of The Training Clinic, what are you most proud of?

One of the things would be our ability to expand the company internationally. This started with Rich's efforts to marketing to an international clientele. I started giving workshops to folks in Singapore, Malaysia, Hong Kong and The Netherlands. In fact, we had put an ad in newsletter in The Netherlands asking for a TTC rep and Hans Brouwer answered the ad. He was our first international licensee and over the years our families have become lifetime friends!

A real benefit to this was also having the international opportunities to see what helps people learn and remember and ask ourselves if is this cultural or human?

When I started teaching in Singapore and Indonesia it was interesting in to see how our very western style of training was received. The participants just sort of tolerated me as some American asking them for questions. Teachers there were revered and feared so culturally it was not comfortable for the learners to ask questions.

To encourage them to ask questions, I decided to give them an assignment. After lunch, I asked them to write down three questions that they had from what we covered in the morning. They got to work writing down questions because it was an assignment - they liked that! I then asked them to read their questions and had the other participants answer those questions.

At the end of that session, they told me that this was their favorite part of the training and the best training they had ever had! This was a lot of fun for me to see what works well and what needs to be done differently to reach the learner.

Thank you, Jean, for your vision, your hard work, your innovation and your never ending passion for our L&D field!



Join Us For This Upcoming Webinar!
Snag'em, Bag'em, Tag'em: The Care and Feeding Of SMEs
April 25, 2017

Subject Matter Experts CAN be the perfect addition to your training department IF you know how to select and prepare them for success. If the strategy in your organization is to "Wind'em up and let them go!" then this workshop is for you!

In this session you will learn to:

- Develop and implement criteria for SME selection
- Craft a strategy for developing their role as adult instructors
- Know when they are ready to go solo!

Click **HERE** to register and come join us!



Thank you...

for trusting, supporting and choosing us for 40 years. We'll be celebrating all year and hope you will join us!

Team M & M:

Melissa Smith & Maria Chilcote

Managing Partners & Owners of The Training Clinic

