

## Training Clinic Moments



April 2016

### Greetings!

Ahhh - nothing like the smell of laundry just brought in from outside on the line - so FRESH! Spring is the best time for keepin' it fresh! Our job as L&D professionals is to keep current about what is going on inside and OUTSIDE of the organization so we can best help everyone bloom and grow!

Read this month's newsletter for some helpful tips on keepin' it fresh in YOUR organization!

2016 Train the Trainer  
Public Workshops &  
Certifications

 Be The Curator!

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

Click on the title below 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.

**Metro DC, Oct. 24-25**  
**VILT, Oct. 11 & 13**



### 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!

**Atlanta, Nov. 17-18**  
**Dallas Fort Worth, Oct. 24-25**  
**DC Metro, May 16-17, Oct. 3-4**  
**Southern CA, Oct. 27-28**



### CERTIFIED PERFORMANCE CONSULTANT (CPC)

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

**Dallas Fort Worth, May 4-6,**  
**Oct. 26-28**  
**VILT, May 18, 20, 24, 26**  
**Nov. 2, 4, 8, 10**



### CERTIFIED TRAINING MANAGER (CTM)

VILT Starts JUNE 14

With the right practices, any training



Do you know there is AMAZING learning taking place outside the L&D doors?

Managers, supervisors and SMEs all over the organization are going rogue! They are designing training, developing job aids, and yes even delivering training and getting results!

Many L&D professionals react to this entrepreneurialism with clinched teeth and with chills going up and down their spine! Instead of fighting them, why not join them? We're not saying to throw instructional design, facilitation, and adult learning principles out the window. Instead, get out of your office and visit *their* world. What do they have? What is working? Why is it working? What can you offer to help them improve vs. taking it over and making it perfect?

Being the curator means being able to effectively navigate the organization in order to look for these learning gems. It requires collaboration, trust and honoring the work others have done. So, the next time a SME shows you a job aid he/she designed, instead of having the hairs on the back of your neck stand up, take a deep breath and really look at the content and how it's used. Celebrate their creativity and then offer suggestions for improvement. Now you're The Curator!



### Get A New Look!

Keepin' it fresh also means taking an objective look at to how others see us. What is the first impression your clients get from your L&D department? Is it accurate? If not, what can you change?

The first place to start is defining your BRAND - what makes your clients choose YOU over going to an outside vendor? What do you offer? How well do you present yourself and your accomplishments?

Next, what BRAND EXPERIENCE do you want your customers to have? What is the feeling you want them to walk away with AND want more of? Here are some words to describe what we want our Training Clinic customers to experience with our brand: collaboration, partnership, approachable, professional, creative, fun-loving, passion for the industry. We ask for regular feedback from our customers to ensure we are providing the right brand experience.

When do you provide this brand experience? In everything you do! From how you first answer a request to involving your customers in your efforts to coaching them along the way, and recognizing them for their efforts. Your brand experience is also reflected in what you produce: handouts, visuals, marketing materials, videos, etc. Do the quality of your materials and your logo express the brand experience you want to create?

As you continue to "make it fresh" this spring, remember to pause and take a good look at what others are seeing! It may be time for a new look!



**TRAINING MANAGER'S CORNER:**  
**Get Out and Network!**

With the right practices, any training program can accelerate performance while delivering economic benefits; and as a focused and practical manager of a training function, you can lead the charge within your organization!



## FACILITATION SKILLS FOR E-TRAINERs

VILT Sept. 27 & 29

No, it's not a webinar - it's a workshop! E-learners WILL multi-task! Your job as an e-facilitator will be to minimize the amount 'other focus' through actively engaging your virtual learners.

## CERTIFIED INSTRUCTIONAL SYSTEMS DESIGNER

VILT Sept. 14, 16, 20, 22

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

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

*"I expected the material to be good but it was GREAT!"*

~

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

~

*"My boss needs to go through this!"*

~

*"As a new designer, I have found this class very beneficial. I'm excited to use these new skills!"*

~

*"Excellent, as always!"*

~

**Sign up today and keep it fresh!**



How are YOU doing in your networking efforts? One way we as managers can keep it fresh is to keep it current. Keeping it current means tracking trends, both inside and outside of the organization. Remember to attend local association and small business meetings. Can't get out? There are LOADS of social networking opportunities. In fact, how about networking with Training Managers from other organizations? We have the perfect opportunity. Join us for our Training Manager Certificate program starting June 14th. Click [HERE](#) for more information and registration.

Join us for this opportunity to network with others and freshen up your role!



### Thank you...

*for your continued support and trust in The Training Clinic. As you continue to freshen up this Spring, we would LOVE to hear your ideas. And, if you're running into obstacles or at the end of your idea list, we're only a phone call away. Remember, we're all in this journey together!*

### Team M & M:

**Melissa Smith & Maria Chilcote**

**Managing Partners & Owners of The Training Clinic**

**The Training Clinic**

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