



WELCOME



ASTD RMC Webinar Recordings Descriptions

Technology for Trainers – 7 Webinars – Presented by Thomas Toth

Originally presented Fall 2007

Purchase the entire series Package \$200 Members/\$225 NonMembers

Session 1: What Every Trainer Needs to Know About Technology

The person coding your elearning program knows less about training than you know about programming! Whether you are hiring an outside company to build your learning or you are using an onsite team, you need to provide sample screens, storyboards, interaction options and graphic direction. All of these elements are important. But, you may also be the designer and the developer. This session will provide you with tips and some development secrets whether you are the manager, the designer, the programmer or a bit of all of them!

Session 2: Interactions – Creating Content to Engage the Learner

Trainers rely on an instructor or classroom activities to engage the learner and to determine if learners are getting the materials. Unfortunately, most online learning developed for the web doesn't have direct trainer interaction. Learners working through online learning are motivated by their desire to learn, and creative, engaging simulations and questions. This session explains the concepts of learner-focused interactions and provides information on how to build them on your own!

Session 3: Graphics & Fonts – Choice Depends on Purpose

This session provides you with a behind the scenes look at graphic types being used on the web. Descriptions, uses and definitions of graphic elements are explained, as well as the software to create them.

Also in this session is a section on fonts and white space. Understanding text and layout is important for learners. We will discuss font sizes, font faces, font spacing, general textual layout and the use of white space in online learning.

Session 4: Building the GUI – Graphical User Interface Elements

The GUI (pronounce gooey) is the navigation, the graphics, the buttons and look and feel of your online learning program. The interface is the "frame" in which you hang your online learning content. A distracting or inappropriate interface will distract your learners from your content. This session will address some basic requirements of a good interface, as well as talking to proper layout and design of the interface itself.

Session 5: Animation and Motion Graphics – Just Enough, Never Too Much

The goal of this session is to educate you about the joys and evils of animation, or motion graphics, on the web. You will understand the concepts of, the uses for and the implementation and limitations of animation on the web. You will also see and explore Adobe Flash, the number one motion graphic development tool available today.

Session 6: Multimedia – Audio and Video and the Web

This session will provide you with an overview of complex video and audio elements, as they apply to the web and to your online learning project. You will understand the basics of traditional video and audio formats, as well as how you can integrate these elements into your projects.

Session 7: Programming and Back End Technology

The language of the web is HTML. Although there are many flavors and acronyms for coding languages, they all do one thing – display your content, interface, media and graphics in a way for

the learner to view them in a browser. Understanding simple code and how it is programmed can help you understand what it takes to turn your training vision into a reality. Also discussed in this session are the “back end” technologies that make LMSs, databases and other higher forms of interactivity work.

It is recommended you purchase Thomas Toth's book "Technology for Trainers" for this course.

Thomas Toth, based in the Denver, Colorado area, is a Macromedia Certified Developer with a decade of training, management and design experience in the computer and technical education industries. Thomas is the author of the book *Technology for Trainers*, published by ASTD Press in April 2003. *Technology for Trainers* is an eLearning primer, written for the Learning and Development professional who is faced with the task of developing eLearning for their organization. Thomas Toth has been recognized by the American Society of Training and Development as a leader and expert in the field of eLearning. He is a regular speaker at the [ASTD TechKnowledge](#) conference and various [eLearning Guild](#) conferences and symposiums. He provides expert opinion regarding the development of eLearning projects

Thomas has his B.A. in Human Communication, his M.A. Ed with a focus on Educational Technology, and belongs to several professional organizations such as ASTD, the American Marketing Association, eLearning Guild, Toastmasters and the HTML Writers Guild. Thomas is also a published and performing magician, a trained chef and musician.

How to Create Engaging Webinars: A Dozen plus Ideas to Improve Your Next Live Online Virtual Class or "Webinar" Event – Presented by Greg Clark

***Originally presented August 2007
\$25 Member/\$30 Nonmember***

Planning your first Webinar or Live online training class and don't know where to start? Perhaps you're a "Webinar" veteran looking for ways to improve your online training seminars or events. In either case- you'll find value in these "twelve plus" ideas for delivering an online event or training program.

Web Conferencing is one of the most powerful and practical uses of Internet technology ever created to optimize communications between employees, customers, prospects and suppliers. It combines the power of a live meeting with the cost-effectiveness of a conference call. Web Conferencing allows you to conduct seminars, train new employees and customers or perform virtual presentations with live video as well as with PowerPoint. You can collaborate with colleagues from around the world-right from your desktop!

Greg Clark was a National Communications Consultant at LINK Conference in Bellevue, WA. He has specialized for the last 6 years consulting with organizations around the country on best practices and solutions for performing "Webinars" and live "Virtual" training programs. Greg is a member of the Puget Sound Chapter of ASTD and is also director of the ASTD PS Chapter Eastside Professional Development Network.

Bite the Bullet: How Not to Kill Your Presentation With Your Slides – 2 Sessions purchased as a series – Presented by Elizabeth Frick, Ph.D.

***Originally presented April/March 2007
Package \$50 Members/\$60 Nonmember***

Many of us have sat through poorly-prepared Power Point presentations and briefing charts during meetings or customer reviews and understand the need to “bite the bullet” just to get through these sessions. Most presentations are deadly, if not fatal, for two reasons:

1. Presenters don't realize the power of this visual medium and often “shovel in” data such as entire spreadsheets or Word documents. Then they say, “I know you can't see this, BUT this is what it says,” and proceed to read the spreadsheet aloud!
2. Presenters don't understand the basic functionality of PowerPoint®. The result is glaring animation mistakes and amateurish navigation.

Is PowerPoint the best method for getting your training message across? The answer is not always yes. To find out if this is the best medium to get your message across and how to avoid the deadliest sins of Power Point attend this two-part webinar series.

Webinar 1: Develop a professional slideshow

- Why use, why not use PowerPoint® (PP)
- Identify 5 verbal, 5 visual principles to improve your slides
- Apply these principles to some dreadful slides
- Apply these principles to your own slides

Webinar 2: Deliver a professional slideshow

- Share “makeovers” (volunteers offer their “before and after” slides)
- Explore navigation and presentation tips for PP
 - Avoid “slide sorter” nightmare
 - Avoid “whiplash”
 - Understand the power and pitfalls of handouts
 - Manage the pace of your presentation
 - Consider interactivity, including hyperlinks
 - Deliver professionally (face forward, left of screen)
 - Why use, not use animation

Handouts included

Dr. Elizabeth Frick will present this two-part Webinar series. Dr. Frick, who practices as “The Text Doctor®,” is a professional communications trainer and coach, providing consulting services to Fortune 500 companies in the Denver and the Minneapolis/Saint Paul metropolitan areas. She was the 2002 recipient of the Excellence in Training Award from the Association of Professional Communications Consultants and is a Senior Member of the Society for Technical Communications. Dr Frick obtained her Ph.D. in English from the University of Minnesota.

An Introduction to Facilitating Groups: The Secrets of Facilitation – Presented by Michael Wilkinson

Originally presented May 2008

\$30 Member/\$40 Nonmember

Your boss asks you to facilitate an executive planning session. You lead good meetings, but facilitation is a new skill! How do you get them engaged/focused from the beginning? What if there's a major disagreement? How do you ensure they get the results they're looking for? Whether you facilitate focus groups, executive sessions, or task forces, this webinar provides an overview of Leadership Strategies facilitation approach, sharing a dozen techniques you can use immediately.

Michael Wilkinson – “in my career, I've seen many, many facilitators. He is the best.” “He is hands down the most talented and effective facilitator with whom I have ever worked.” Comments like these are worth noting, especially when they come from Len Roberts, the CEO of Radio Shack, and Brian Gallagher, the CEO of the United Way of America. Mr. Wilkinson is the

Managing Director of Leadership Strategies, Inc. – a leadership training and strategy consulting firm specializing in group facilitation. He is a national leader in the facilitation industry. He is the author of “The Secrets of Facilitation” and “The Secrets of Masterful Meetings.” He is a Board member of the National Institute for Facilitation and founder of the National Facilitator Database. He was one of the first five Certified Master Facilitators in North American, named Facilitator of the Year in 2003 by the Southeast Association of Facilitators.

The Bionic Brain: Collective Intelligence and Learning in Social Networks – Presented by Sean Kearney

Originally presented June 2008
\$25 Member/\$30 Nonmember

Subject matter experts and other "go to" people are increasingly overwhelmed and frustrated. "Knowledge Management" (an oxymoron) tools grow increasingly bloated and unusable. Front line employees trusted to talk with customers are often not trusted to talk with peers for fear of spreading misinformation. Could the collective intelligence strategies behind the success of Amazon, eBay, MySpace, and YouTube be the answer? Join us for this highly engaging and informative webinar where you will learn to implement tools for leveraging dynamic "hubs" of informal learning in self-evolving organizational social networks; identify and minimize bottlenecks that limit creativity, innovation and knowledge sharing; and discover low-cost methods for quickly implementing collective intelligence solutions including recommendations systems, collaborative filtering and social network analysis.

Sean Kearney is the Director of Training and Performance Management for Time Warner Cable's National Division supporting over 1400 employees in 35 markets. Sean's primary focused has been in the areas of collaborative learning, peer-to-peer knowledge sharing and innovation in highly-distributed social networks for organizations including AT&T, Comcast, Qwest, Best Buy, Colorado State University, and the US Army. Sean's work has been featured in the Rocky Mountain News, Wall Street Journal, and ComputerWorld.

Podcasting in Learning – Presented by Anders Gronstedt, Ph.D

Originally presented July 2008
\$25 Member/\$30 Nonmember

Learning organizations around the world are reaping the benefits of the explosive popularity of iPods and other MP3 devices, and employees are seizing the opportunity to learn anywhere and any time. This month's speaker, Anders Gronstedt, will show you how leading companies are transforming frontline learning with new brands of on-demand, on-the-go learning. Anders will:

- Demonstrate how podcasting, vodcasting, blogs, and RSS feeds facilitate ongoing communication and reinforcement skills
- Compare companies that are using podcasting for time-shifted lectures, with success stories of companies that are catering to the pod-generation with edgy “edutaining” podcasts integrated with blogs to build and engaging online community that helps transform the podcast into a two-way, listener-driven medium.

This session is designed for everyone from novice to pros.

Anders Gronstedt, Ph.D. President of Gronstedt Group, specialized in improving sales and front line performance with podcasting and simulations, is the author of Harvard Business Review, T+D and Infoline articles about podcast training

What Training Can Learn from Advertising – Presented by Peter Lynch

Originally presented August 2008
\$25 Member/\$30 Nonmember

“What Training Can Learn from Advertising is an honest look at the lessons Madison Avenue has learned in their quest to capture consumer mindshare. Training is on a similar quest to capture the learner’s mindshare. Whether you’re new to training or a seasoned veteran, this webinar will help you see training in a new light and will inspire you to use time tested “branding” techniques for your training.

- Discover what a “brand” is and how it impacts training content and delivery
- Explore the connection between a “brand” and effective training; how a “branded” curriculum increases content credibility.
- Identify the opportunities for “branding” within your current training

Peter Lynch brings over 12 years of corporate training experience from his work at one Fortune 1000, two Fortune 500 and one Fortune 250 companies. He focuses on building highly functional team growth, built by showing the organization value beyond standard learning metrics. Showing tangible ROI and income through high design, brand creation, creative services and his “dynamic” ADDIE philosophy, he has been able to grow his training teams by as much as 300%. He also remains focused on how we transition learning to fit our new learners’ needs and works to infuse web 2.0 technologies into the function of training while leveraging time tested techniques and philosophies. His passion and energy are evident in his highly engaging presentations that will leave participants thinking, “I can’t wait to implement these ideas at my current job.”

Maximizing Coachable Moments: Utilizing Coaching Techniques to Enhance Training Programs – Presented by Will Matthews

Originally presented September 2008
\$25 Member/\$30 Nonmember

Many trainers have realized that they can increase the impact of their training programs by mastering some straight forward, simple and powerful techniques developed by professional coaches. “Coachable moments” can occur at anytime. In training environments, coachable moments appear in the times when, a light bulb goes on and a person sees a new way of increasing effectiveness or perhaps, when a participant suddenly recognizes that they have been holding on to a limiting belief that has been holding them or their organization back. When recognized and explored, coachable moments become breakthrough moments and the entire audience learns as the dialogue unfolds.

Will Matthews is the President of Colorado based SecondWind Performance Results Coaching. His passion and energy are dedicated to helping people and organizations break through to the results they really want through coaching, team building and ‘Success Breakthrough’ workshops and retreats. He is a Certified Professional Coach and a graduate of the Coach Training Alliance Certified Coach Program and is the Past President of the Denver Coach Federation. In addition to his private practice, Will has coached clients from around the world as an Elite Results Coach for the Anthony Robbins Company and has mentored aspiring coaches as a faculty member and mentor coach for Coach Training Alliance.

