

Compress the Time to Mastery!

Learn and Apply the Fundamentals of Adult Learning Theory in just 16 Hours!

When instructional designers fail to apply the principles of adult learning theory, classroom and online training may not be “optimized” for the target audience. This costs organizations precious time and resources because courses are neither efficient nor maximally effective.

Orgwide presents its **Course Development Methodology (CDM)** that combines adult learning theory with proven instructional design principles driving the creation, pacing, and visual components of successful training. The 16-hour CDM workshop is organized into ten (10) modules where students will learn:

1. Needs Assessments	How to systematically uncover and document training needs.
2. Learning Objectives	How to write outcome focused learning objectives.
3. Tests and Quizzes	How to best measure the achievement of learning objectives.
4. Materials Development	How to identify the appropriate resources, determine the overall structure of training exercises and activities, and apply adult learning theory principles.
5. Course Deployment	How to determine the optimum delivery platform: instructor-led, online, self-paced, or blended instruction.
6. Program Evaluation	How to plan an evaluation strategy early in the instructional design process.
7. Elements of Screen Design	How to apply the principles of Proximity, Alignment, Repetition, and Contrast to the design of visual components in training materials.
8. Visual Design Procedures (VDP)	How to use a step-by-step procedure to ensure every visual component in the learning experience impacts the learner in a specific and predictable manner.
9. Using Color Effectively	How to use color to improve recall, emphasize unique screen aspects, and hold the students’ interest longer.
10. Typography	How the application of various fonts and typefaces to written materials direct the learners’ attention throughout the learning experience.

It was interesting to watch the light bulbs turn on and the interaction that took place with the Tractor Team as we discussed the immediate application of what we were learning in the Orgwide CDM Workshop. In addition to learning a structured methodology, or process, around which our training department can organize our workflow, the workshop was an excellent team building experience as well. We have since implemented the methodology within the team, which has created a level of standardization and clarity never achieved before.

- Ellen H, Tractor Supply Company

The Orgwide CDM Workshop is designed to share practical guidelines and best practices based on industry-leading methodologies and our real world experience working with client organizations. Contact us at 901.850.8190 or visit us at www.orgwide.com to learn more.