



Live Online

Course Agenda

Pre-work

- Review: *The E-Learning Transfer Process: An Introduction white paper*
- Real-life case preparation

Session 1: Introduction

- The facts: what researchers know about training transfer
- Why some e-learning doesn't stick
- The event view of e-learning
- The process view of e-learning
- Make E-Learning Stick™ model overview

Session 2: Training Initiative Assessment

- Current state: How sticky is your e-learning?
- The Stickiness Indicator™
- Assessing use vs effectiveness of e-learning

Session 3: Engaging the Learner

- Trainee characteristics and motivation
- Learning content and activities
- Techniques to Integrate Education (TIEs): strategies for optimizing learner engagement

Session 4: Achieving Stakeholder Buy-in

- Environment and culture of learning
- Supervisor support
- Senior leadership support
- TIE strategies for winning stakeholder buy-in

Session 5: How do You Know It's Sticking?

- The larger picture, training initiatives do not happen in isolation
- Easy level 3 (behavior) evaluation strategies
- Individual Training initiative project

Follow up

- You will receive a grade and personalized comments on your own transfer plan which you submit at the end of the course to become certified.

Trainers often focus on designing and delivering effective training and don't really know how much of it "sticks." With this certification, you will learn strategic application of proven methods to hit the "sweet spot" of training transfer in your organization.

Registration, course dates and other information available at <http://www.maketrainingstick.com/>