



Live Online

Making E-Learning Stick™ Certification

Training Transfer in Technology-Mediated Training

Program Description

The E-Learning Transfer Model is the foremost transfer methodology available and is based on solid, performance-based research.

In this certification you will learn directly from Barbara Carnes, author and originator of the E-Learning Transfer Model. Her popular Techniques to Integrate E-Learning (TIEs) provide valuable information on how to apply these best practices to your own e-learning to maximize business results. This course is limited to 20 or fewer attendees to ensure you receive personalized attention and the opportunity to participate.

During this course you will learn the E-Learning Transfer Model in depth, receive a participant manual filled with examples and templates that you may borrow and adapt to build your own tools. You will learn why training alone is not enough in today's organizations and you will receive guidance to make sure that more of your training actually gets used on the job.

Register today! See reverse side for class dates and special introductory discount.

As a certified trainer in our Making E-Learning Stick™ processes and techniques, you will be able to:

- Identify key transfer techniques and strategies for learning initiatives in your organization, for your internal or external clients
- Implement the e-learning transfer plan you develop in the class, strengthening credibility for the e-learning you design, develop or manage
- Apply our Stickiness Indicator™ to determine current levels of training transfer
- Utilize our Making E-Learning Stick™ tools and apply the E-Learning Transfer Model™ to learning objectives and initiatives in your organization.

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. **Full program details and agenda are available at**

www.MakeTrainingStick.com

About Barbara Carnes



Barbara Carnes, Ph.D. is a pioneer in the field of training transfer. She is the coauthor of the classic book *Making Training Stick*, and author of the books *Making Learning Stick*, and *Making Training Stick: A Training Transfer Field Guide*. She is an experienced designer of e-learning, a frequent facilitator of virtual instructor-led training, and a seasoned instructor of university online classes. She has spent the last 20 years learning what works and what doesn't work to transform learning into performance and she is ready to share these secrets with you.

Barbara is a frequent presenter at regional, national, and international conferences including the American Society for Training and Development, the International Society for Performance Improvement, and Bob Pike's Creative Training Techniques.

Who Should Attend

- E-Learning designers and developers
- Instructors of live virtual training and blended learning
- Internal/external consultants
- Managers of the learning function
- Anyone who has a desire to Make E-Learning Stick™ and increase training transfer in their organization for the benefit of their internal or external clients.



7251 Princeton Avenue, St. Louis, MO 63130

Toll-Free: 1-888-35-STICK
bcarnes@maketrainingstick.com



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Program Includes

Each participant will receive:

- Pre-work materials and assignments
- Interaction with other training professionals during the program
- Make E-Learning Stick™ workbook including templates, tools, and examples
- A grade and personalized comments on your own transfer plan which you submit at the end of the course to become certified.

Course Dates

Initial offering, begins April 24, 2012!

- Session 1: April 24, 2012, 10:00am Central Time (GMT-06:00)
- Session 2: May 1, 2012, 10:00am Central Time (GMT-06:00)
- Session 3: May 15, 2012, 10:00am Central Time (GMT-06:00)
- Session 4: May 29, 2012, 10:00am Central Time (GMT-06:00)
- Session 5: June 5, 2012, 10:00am Central Time (GMT-06:00)

Additional Classes Forming Soon – Request Updates at info@carnesandassociates.com



First 10 to Register will Receive a FREE Copy of *Making Training Stick: A Training Transfer Field Guide* by Barbara Carnes \$39.95 Value!

Registration and Pricing

Register on our secure website: www.MakeTrainingStick.com

Or, email this form to: bcarnes@maketrainingstick.com

Program Investment: US \$995 • Mention MEL100 when registering and save \$100

Payment: We prefer to invoice your organization, or if you prefer M/C and Visa are accepted. Pay in full or in three easy payments. Course fee must be paid in full prior to attending the first class. Every individual who plans to watch or participate must be registered. If two or more participants from your organization plan to attend, you may take advantage of the group registration option and save 25%.



Scan QR code to visit website for more details

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