



THE  
BOB PIKE GROUP Engineer Curiosity

# Creative Training Techniques<sup>®</sup>

2018





Your training revolution starts with a single spark.

25<sup>TH</sup> ANNUAL

## Creative Training Techniques® Conference

Pre-Conference  
September 23–25, 2018

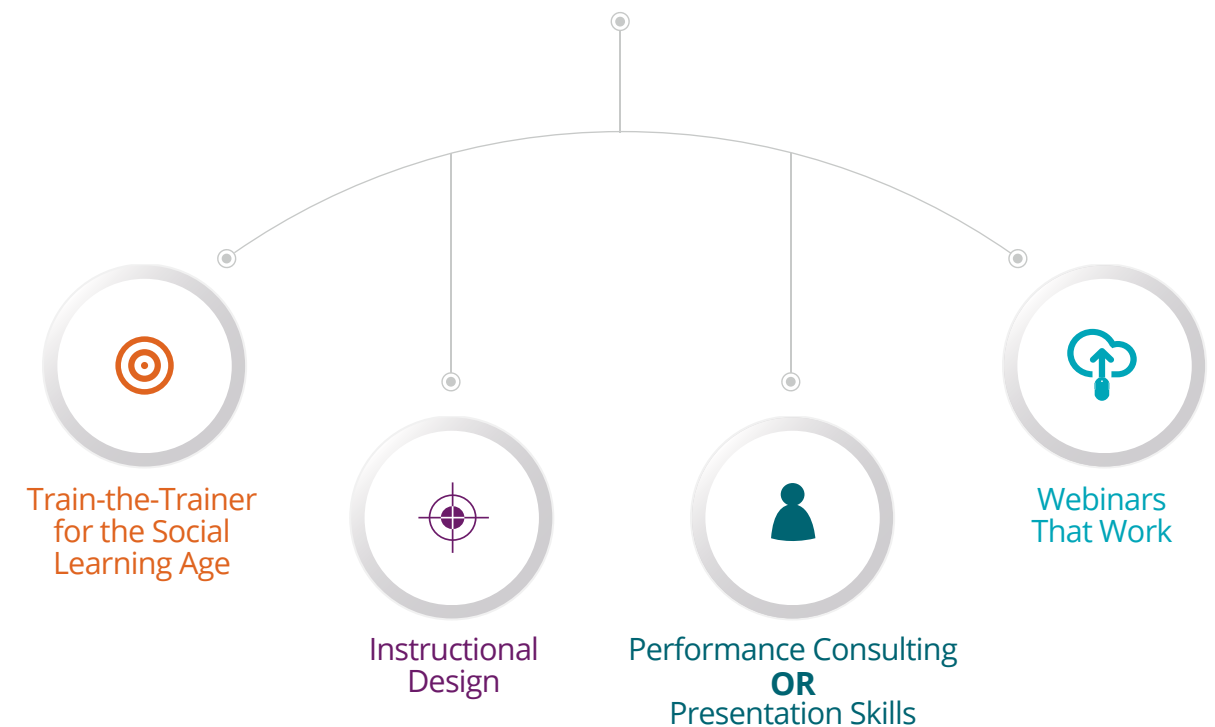
Conference  
September 26–28, 2018

[BobPikeGroup.com/Success](http://BobPikeGroup.com/Success)

## Your Path to Creative Training Techniques® Certification

**Step one:** Attend either Boot Camp or the Creative Training Techniques® Conference.

**Step two:** Attend another workshop to earn certification in a concentration of your choice:



Steps may be completed in any order and in any combination. The Bob Pike Group's Creative Training Techniques® Certification is designed to be customized to help you meet your professional goals.

### Benefits:

- > Demonstrate your commitment to training excellence
- > Develop new skills to enhance professional growth
- > Open doors with a new credential on your resume
- > Receive a certificate to proudly display your achievement

## Train-the-Trainer Boot Camp

2 day | \$1,595 | \$1,395 } Early Bird\*  
3 day | \$1,895 | \$1,695 }

### Transform the Way You Train and Revolutionize Your Results

Train-the-Trainer Boot Camp is the cornerstone of our innovative instructor-led, participant-centered methodology. In this two-day training transformation, you'll be introduced to the Creative Training Techniques® that thousands of trainers all over the world have used to increase learning retention by **90%** and on-the-job transfer by **75%**.

Everything we cover in Boot Camp is designed for one purpose: to help you deliver results in your training. You'll leave Boot Camp with actionable strategies you can apply your very first day back on the job.

#### Some tools and techniques you'll learn at Boot Camp include:




- > 20 step-by-step strategies for audience engagement
- > 5 FUNdamental principles of participant-centered learning
- > C.O.R.E. elements of content development
- > E.A.T. model for structuring content
- > 7 types of difficult participants and how to handle them
- > Using the 90-20-10 rule for "chunking" content to boost retention
- > How to apply participant-centered training for different generations

#### Boot Camp Plus

Our 3-day Boot Camp Plus workshop takes our original Boot Camp program and adds more opportunities for hands-on learning, practice, and feedback. This extended workshop is designed for those who want to dive deep into the practical application of Creative Training Techniques® under the supervision of a Creative Training expert.

#### Earn a Professional Certification

Pair Boot Camp with any other Train-the-Trainer workshop OR the Creative Training Techniques® Conference to earn your professional Creative Training Techniques® Certification in one of four areas of concentration:

-  Design
-  Delivery
-  Facilitation
-  Online

**Tip:** Learn more about CTT® certification at [BobPikeGroup.com/certification](http://BobPikeGroup.com/certification).

\*Early Bird Registration: Register 45 days in advance to receive discounted pricing.

If you want to quit wasting money in your organization, send your trainers to The Bob Pike Group. They'll learn the concepts that will change the way you train in your organization to get the results you want and achieve more than you ever thought.

John Bentley, U.S. Army

#### Dates & Locations 2017-2018

##### 2017

Dallas	Oct. 12-13
Lincoln	Oct. 18-19
Chicago	Oct. 18-20 (PLUS)
Orlando	Oct. 25-27 (PLUS)
San Diego	Nov. 1-3 (PLUS)
Minneapolis	Nov. 14-16 (PLUS)
Washington, DC	Nov. 16-17
Phoenix	Dec. 7-8
San Antonio	Dec. 7-8
Atlanta	Dec. 13-15 (PLUS)

##### 2018

Fort Worth	Jan. 10-12 (PLUS)
St. Louis	Jan. 17-18
Orlando	Jan. 25-26
Charleston, SC	Feb. 1-2
Chicago	Feb. 7-9 (PLUS)
Seattle	Feb. 26-27
Washington, DC	Mar. 6-7
Minneapolis	Mar. 13-15 (PLUS)
Boston	Mar. 27-28
Kansas City, MO	Apr. 5-6
Phoenix	Apr. 19-20
Atlanta	Apr. 25-27 (PLUS)
Denver	May 10-11

San Diego	May 16-18 (PLUS)
Columbus	May 30-31
Dallas	June 6-8 (PLUS)
Minneapolis	June 12-13
Philadelphia	June 21-22
San Antonio	July 10-12 (PLUS)
Washington, DC	July 12-13
Chicago	July 19-20
Seattle	July 26-27
Atlanta	Aug. 1-3 (PLUS)
Houston	Aug. 16-17
Kansas	Aug. 23-24
San Francisco	Sept. 10-11
Orlando	Sept. 13-14
Charleston, SC	Sept. 19-21 (PLUS)
Minneapolis	Sept. 24-25
Boston	Oct. 3-5 (PLUS)
Dallas	Oct. 15-16
Lincoln	Oct. 18-19
Chicago	Nov. 8-9
Washington, DC	Nov. 12-14 (PLUS)
San Diego	Nov. 15-16
Atlanta	Dec. 4-5
Phoenix	Dec. 10-12 (PLUS)
San Antonio	Dec. 13-14

### Instructional Design

3 day | \$1,895 | \$1,695 } Early Bird\*

Teach twice as much in half the time with the instructor-led, participant-centered design model.

Experience for yourself how instructor-led, participant-centered Creative Training Techniques® can transform training outcomes.

The Instructional Design workshop will teach you a 4-step process for creating training programs that engage learners, accelerate the learning process, and deliver results—every time. Using our repeatable formula, you will be able to reduce training time by 25-50% and cut prep time in half.

**Learn the 4-Step Instructional Design Process:**

1. Identify your goals for training. What will success look like?
2. Generate results-driven training objectives.
3. Design and develop engaging training materials.
4. Measure and evaluate training results.

**In this workshop, you will:**

- > Develop needs assessments to guide content
- > Learn to write specific, measurable training objectives
- > Insert C.O.R.E. elements to your own content
- > Harness the social component of learning
- > Use storyboarding to brainstorm and organize ideas
- > Apply the 90/20/8 rule to course development
- > Create effective job aides and leader guides

**Dates & Locations 2017-2018**

Denver	Oct. 4-6, 2017
Atlanta	Dec. 6-8, 2017
Dallas	Feb. 21-23, 2018
Chicago	April 25-27, 2018
Washington, DC	July 18-20, 2018
Minneapolis	Sept. 23-25, 2018
Atlanta	Nov. 28-30, 2018

**Tip:** Register for any workshop online at [BobPikeGroup.com/WorkshopCalendar](http://BobPikeGroup.com/WorkshopCalendar).

\*Early Bird Registration: Register 45 days in advance to receive discounted pricing.

### Webinars That Work

Online | \$1,695 | \$1,495 } Early Bird\*  
 In-Person | \$1,595 | \$1,395 }

You only have four minutes to capture your audience's attention during a webinar. After that, minds start to drift and attention fades.

In Webinars That Work, you will learn how to make webinar training just as effective as traditional classroom training by incorporating Creative Training Techniques® into your course design. Achieve unprecedented engagement in your next webinar by applying the instructor-led, participant-centered model to webinar training.

Webinars That Work is available online and in-person, depending on your goals and learning preferences.

**Tip:** Our training consultants host a free monthly webinar series featuring fresh, creative ideas on topics that matter to you as a trainer. Find upcoming webinars at [BobPikeGroup.com/resources/webinars](http://BobPikeGroup.com/resources/webinars).

### Online

**In the online Webinars That Work program, you will:**

- > Draft a webinar plan using C.O.R.E. to maximize engagement
- > Use engagement tools such as surveys and chat
- > Learn strategies for facilitating collaboration among attendees
- > Practice strategies for asking and answering questions
- > Create handouts, PowerPoints, planning templates, and online evaluations

### In-Person Lab

**Choose the in-person Webinars That Work Lab if you:**

- > Desire additional hands-on guidance in designing a full 60-minute webinar
- > Are new to online learning and training
- > Are less comfortable with technology and software

**Dates & Locations 2017-2018**

Online	Nov. 2-3 & 6-7, 2017
Online	Feb. 8-9 & 12-13, 2018
Online	May 10-11 & 14-15, 2018
In-Person Lab (Minneapolis)	Sept. 24-25, 2018
Online	Nov. 1-2 & 5-6, 2018

## New in 2018:

### Performance Consulting—Now a 2-day workshop!

2 Day | \$1,595 | \$1,395 } Early Bird\*

The Performance Consulting workshop is designed to help you position yourself as a strategic training consultant by learning how to recognize and eliminate training that doesn't add value, and identify performance solutions that will lead to better results.

By popular demand, we've expanded our Performance Consulting program into an intensive two-day workshop that teaches you the skills you need to earn an influential role in shaping training strategy. You'll learn how to effectively guide a group to consensus, have the "pain conversations" necessary for achieving growth, and gain management support for new initiatives.

With a fresh set of leadership and facilitation skills, you will quickly transition from order-taker to trusted advisor, either within your organization or as an independent consultant.

**Performance Consulting is designed for:**

- > **Trainers** who desire a greater leadership role in their organization
- > **Instructional Designers** who would like to influence training strategy
- > **Subject Matter Experts** who want a seat at the decision-making table
- > **HR Managers** who would like to work as strategic partners in training
- > **L&D Professionals** who want to transition to freelance or consulting

**Takeaways from Performance Consulting:**

- > How to conduct needs assessments with employees and executives
- > 10 strategies to gain management support for training
- > 9 roles a training consultant should play
- > Strategies for effective spontaneous speech
- > Behaviors of an effective facilitator

**Dates & Locations 2017-2018**

San Antonio	Dec. 5-6, 2017
Washington, DC	Mar. 8-9, 2018
Chicago	June 11-12, 2018
Minneapolis	Sept. 24-25, 2018

**Tip:** Bring any workshop onsite to your location and receive customized training for groups of 6 or more. Call 866-262-7453 to discuss your training needs with one of our consultants.

\*Early Bird Registration: Register 45 days in advance to receive discounted pricing.

## Presentation Skills

2 Day | \$1,595 | \$1,395 } Early Bird\*

Banish presentation anxiety once and for all in the Presentation Skills workshop. With techniques for calming your nerves plus time built in for practice and feedback, you'll tap into your inner confidence and refine your own content into an engaging presentation you can deliver with poise back on the job.

The two-day Presentation Skills workshop is designed for trainers, subject matter experts, managers, and people who speak to groups occasionally or as a regular part of their job.

### In the 2-day workshop, you will:

- > Use breathing exercises to overcome nerves
- > Learn how to open strong and engage attention right away
- > Practice what you learn and receive valuable feedback
- > Refine your own content into a powerful presentation
- > Transform from subject matter expert into a confident speaker

### Bring the 3-day Presentation Skills PLUS course onsite for bonus content:

- > Using object lessons to make your message stick
- > Voice and body behaviors that enhance your delivery
- > Instructor-centered versus participant-centered behaviors
- > More time for practice and feedback from our experts

### Dates & Locations 2017-2018

Atlanta	Nov. 15-16, 2017
San Antonio	Mar. 5-6, 2018
Washington, DC	June 28-29, 2018
Minneapolis	Sept. 24-25, 2018

## Train-the-Trainer for the Social Learning Age

2 Day | \$1,595 | \$1,395 } Early Bird\*

How do you engage people in training when their attention is glued to their devices? Millennials now make up half of the workforce. Trainers need new strategies to connect with employees who grew up with technology and instant access to information.

This workshop moves beyond the foundational models covered in Boot Camp to apply our instructor-led, participant-centered approach to today's social learning environment. Learn how to use social media, activities, job aids, case studies, and object lessons to make training more engaging and relevant for the "digital native" generation.

### Takeaways from this workshop include:

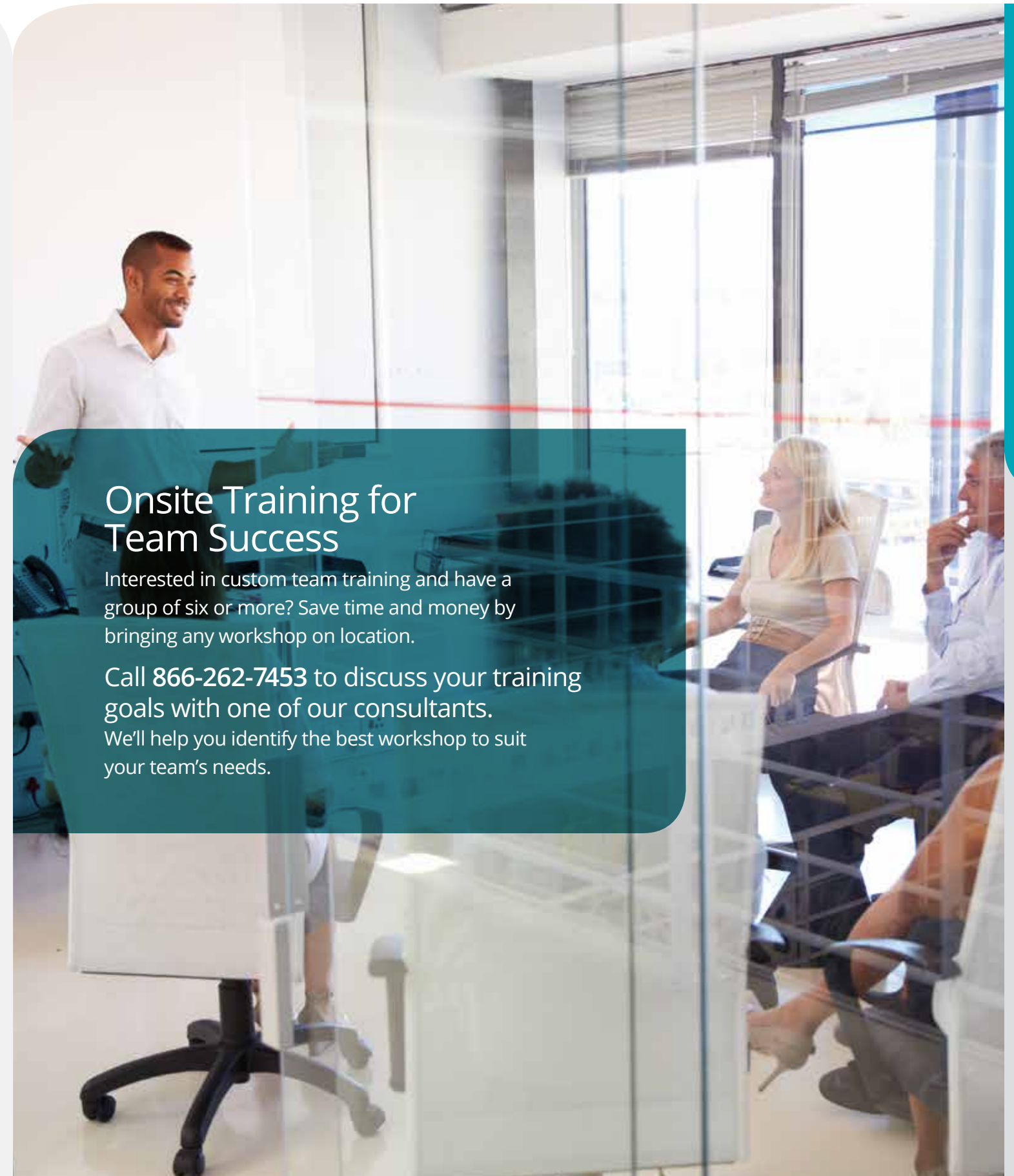
- > Tips for using social media in training exercises
- > How to scale your content to fit different learning styles
- > Techniques for building excitement into technical training
- > New "linking" techniques for increasing retention
- > Strategies for increasing collaboration among team members

**Tip:** Complete the Delivery track at the Creative Training Techniques® Conference to earn your CTT® certification in Delivery. Visit [BobPikeGroup.com/success](http://BobPikeGroup.com/success) to learn more.

### Dates & Locations 2018

Minneapolis	Sept. 24-25, 2018
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\*Early Bird Registration: Register 45 days in advance to receive discounted pricing.



## Onsite Training for Team Success

Interested in custom team training and have a group of six or more? Save time and money by bringing any workshop on location.

Call 866-262-7453 to discuss your training goals with one of our consultants. We'll help you identify the best workshop to suit your team's needs.

## Coaching For Success

2 Day

Within the workplace, coaching is considered a core competency. Whether you are new to a management role or already an experienced leader, you will learn practical exercises that will enhance your self-awareness and confidence.

During this workshop, you will learn new strategies to communicate vision and values, define priorities, and hold team members accountable to goals. You will experience our coaching method firsthand and practice addressing real workplace challenges.

### This workshop will cover:

- > Building trust among employees
- > How to confront uncomfortable situations
- > Asking questions to address core issues
- > Facilitation and conflict resolution

Participant-centered training levels the playing field so your team gets to engage together and tap into each other's expertise, as opposed to an adversarial atmosphere.

-Scott Enebo, Training Consultant

Call 866-262-7453 to discuss our training programs or visit us online at [BobPikeGroup.com/Onsite-Classes](http://BobPikeGroup.com/Onsite-Classes) for more information about bringing a Leadership Development Workshop onsite to your organization.

## Making Meetings Work

2 Day

Anyone who's had to lead a group discussion or meeting knows it is not an easy task. Consensus seems impossible to reach, dysfunction or difficult team members disrupt productivity, or clear agendas are not defined.

This workshop will solve these challenges. You will learn what steps to take before, during, and after meetings to increase engagement, participation, and productivity.

### This workshop will cover:

- > How to conduct engaging, effective, and energetic meetings
- > New ways to involve the whole group to encourage participation
- > Meeting plans that maximize time spent in meetings
- > Tips for becoming a confident, charismatic presenter

## Productive Self-Management

2 Day

To meet the challenges of today's business world, you must have the necessary soft skills to manage your time, work collaboratively, motivate your employees, and communicate clearly.

Self-management skills are crucial for people who have decided to become more productive employees. This highly interactive workshop empowers you with the strategies you need to achieve performance goals, stay ahead of deadlines, and respond more quickly to internal and external agendas.

### In this workshop, you will:

- > Uncover your time-management strengths
- > Reduce stress and increase productivity
- > Develop creative problem solving skills
- > Utilize effective communication strategies
- > Improve supervisory and leadership skills



## Instructional Design Services

Don't have the resources to tackle your biggest training monster? The Bob Pike Group designs customized training programs around your content and goals.

### Let's get started!

It all begins with a free needs assessment to discuss where your business is going and the challenges standing in your way.

**Call 800-262-7453 to schedule.**



THE  
**BOB PIKE GROUP**

Engineer Curiosity

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# Creative Training Techniques®

2018



Connect With Us:   



**New in 2018:**

## Performance Consulting Workshop

Develop the skills you need to position yourself as a strategic training consultant within or outside your organization.

Visit [BobPikeGroup.com/Performance-Consulting](http://BobPikeGroup.com/Performance-Consulting) for dates and information.