



THE
BOB PIKE GROUP Engineer Curiosity

Creative Training Techniques[®]

2018





Your training revolution starts with a single spark.

25TH ANNUAL
Creative Training Techniques® Conference

Pre-Conference
September 23–25, 2018

Conference
September 26–28, 2018

Debut of 2 new
pre-conference workshops:
Gamification and Microlearning

Earn your
CTT Certification

Hilton Minneapolis/
St. Paul International
Airport Mall of America

BobPikeGroup.com/Success

Earn Your **Creative Training Techniques®** Certification in two easy steps:



Steps may be completed in any order. Your 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

Workshops available for each concentration:



🎯 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%**.

Every aspect of 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 discover 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

Boot Camp Plus workshops include a third day devoted to hands-on learning, practice, and feedback. This extended workshop gives you a chance to dive deep into the practical application of Creative Training Techniques® under the guidance of a Creative Training expert.

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

Tip: Learn more about CTT® certification at BobPikeGroup.com/certification.

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

2018 Dates & Locations

Washington, DC	Mar. 6-7	Atlanta	Aug. 1-3 (PLUS)
Minneapolis	Mar. 13-15 (PLUS)	Houston	Aug. 16-17
Boston	Mar. 27-28	Kansas City, MO	Aug. 23-24
Kansas City, MO	Apr. 5-6	San Francisco	Sep. 10-11
Phoenix	Apr. 19-20	Orlando	Sep. 13-14
Atlanta	Apr. 25-27 (PLUS)	Charleston, SC	Sep. 19-21 (PLUS)
Denver	May 10-11	Minneapolis	Sep. 24-25
San Diego	May 16-18 (PLUS)	Boston	Oct. 3-5 (PLUS)
Columbus	May 30-31	Dallas	Oct. 15-16
Dallas	Jun. 6-8 (PLUS)	Lincoln	Oct. 18-19
Minneapolis	Jun. 12-13	Chicago	Nov. 8-9
Philadelphia	Jun. 21-22	Washington, DC	Nov. 12-14 (PLUS)
San Antonio	Jul. 10-12 (PLUS)	San Diego	Nov. 15-16
Washington, DC	Jul. 12-13	Atlanta	Dec. 4-5
Chicago	Jul. 19-20	Phoenix	Dec. 10-12 (PLUS)
Seattle	Jul. 26-27	San Antonio	Dec. 13-14



Instructional Design

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

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

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

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 90/20/10 rule to course development
- > Create effective job aides and leader guides

2018 Dates & Locations

Chicago	Apr. 25-27
Washington, DC	Jul. 18-20
Minneapolis	Sep. 23-25
Atlanta	Nov. 28-30

Tip: Register for any workshop online at 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*

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.

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.

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

2018 Dates & Locations

Online	May 10-11 & 14-15
Online	Nov. 1-2 & 5-6

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

New in 2018:

Microlearning

Just Enough, Just in Time Training

2-Day Workshop

2 Day | \$1,195 | \$995 } Early Bird*

The average microlearning takes 13 minutes to complete, but most users quit less than halfway through!

In this workshop, discover practical ways to deliver content in smaller, specific bursts for “just enough, just in time” segments. Experience how fun and easy microlearning can be, and learn a repeatable process to create your own microlearning videos, self-paced e-learning, and visual tools.

This workshop is a creative lab experience—bring an existing program or new content, and leave with your first microlearning units 100% ready to launch. Explore platforms and tools like Raptivity and UMU and discover ways to integrate microlearning to online and live training.

In this workshop, you will:

- Determine when smaller is the right approach
- Discover the 8-step microlearning design process
- Tap into the brain science of spacing to improve retention
- Practice a variety of methods for chunking content
- Takeaway templates for immediate use
- Use voiceover PowerPoint technology
- Choose design strategies that best fit your objectives
- Integrate surveys, quizzes, and mini games into microlessons
- Learn how to make articles interactive for better retention
- Create your own microlearning units with expert guidance and feedback

2018 Dates & Locations

Minneapolis	Sep. 24-25
Dallas	Dec. 11-12

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



Custom Training for Team Success

Interested in custom team training? 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.

New in 2018:

© Gamification in Training

2-Day Workshop

2 Day | \$1,195 | \$995 } Early Bird*

Experience an easy, participant-centered approach to adding game elements to your classroom and online learning.

In this two-day workshop, BPG consultants model how games have the power to add to training without distracting. You'll see how games make learning more fun, impactful, and can help increase retention. You'll also discover how elements like badging and rewards dramatically increase engagement (hint: airlines and credit cards already do it!).

In two days, you'll grasp a framework to create your own games that promote friendly competition, recognize achievement, and reward learning and behavioral changes. From no-tech to low-tech, you will have the tools you need to add variety to your training immediately without expensive equipment or software.

Takeaways from this workshop include:

- Basics of gamification made easy, and a repeatable process to create your own games
- When to use or lose gamification
- What, why, and how behind gamification in the classroom
- 5 learner-centered engagement techniques
- How to apply game elements even without playing games
- Brain-science behind spaced repetition and repeated retrieval to increase retention
- Design fundamentals of gamification
- Learner motivations and strategies to tap into each one
- Methods to debrief, add variation, and evaluate training games
- Design an original game to use with your own content

2018 Date & Location

Minneapolis	Sep. 24-25
Atlanta	Dec. 6-7

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



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.

New in 2018:

Performance Consulting— Now a 2-day workshop!

2 Day | \$1,195 | \$995 } Early Bird*

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.

The two-day Performance Consulting workshop will introduce you to simple (but not easy) strategies to effectively guide groups to consensus, have “pain conversations” necessary to achieve growth, and gain management support for new initiatives. Discover how to quickly establish credibility as a consultant in your organization and industry.

Takeaways from Performance Consulting:

- > 10 strategies to gain management support for training
- > 9 roles a training consultant should play
- > Behaviors of an effective facilitator
- > 5 performance solutions to try before training
- > 17 questions that will move you from order taker to trusted advisor
- > How to prove ROI for your training program
- > 12 tactics to foster collaboration and move groups toward a goal

2018 Dates & Locations

Chicago	Jun. 11–12
Minneapolis	Sep. 24–25
Dallas	Dec. 3–4

*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. 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 this workshop, you will:

- > Master methods to control your nerves
- > Learn how to open strong and engage attention right away
- > Practice new techniques and receive valuable feedback
- > Better manage any type of audience
- > Refine your own content into a powerful presentation
- > Transform from subject matter expert into a confident speaker

2018 Date & Location

Minneapolis Sep. 24–25

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

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.



THE
BOB PIKE GROUP

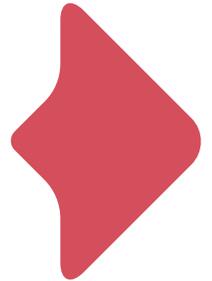
Engineer Curiosity

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Creative Training Techniques®

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2 New Workshops in 2018:

Microlearning and Gamification

Use bite-sized microlearning to help employees learn more in less time, and discover how game elements dramatically increase engagement and retention without distracting.

See **pages 7 and 9** for dates and information.