

HANDSHAW™

Dick Handshaw

Author, trainer, consultant, performance
improvement and instructional design expert...

First time in Sacramento!



October 15th and 16th 2015

It's Dick Handshaw and the Last "SUPER-SESSION"* in 2015

*What is a Supersession?

That's when ATD Sacramento invites in a nationally known speaker for a Thursday evening monthly meeting and follows with an all day workshop on Friday! They are a terrific bargain and offer something for everyone.

Who is Dick Handshaw?

- **Nationally Known Speaker and Corporate Trainer** – Dick is a regular speaker at all the big training and performance improvement association conferences (nationally and internationally). (The ATD International Conference (ICE), Training Magazine Conference, International Society for Performance Improvement...)
- **Author** – Dick is the author of "Training that Delivers Results: Instructional Design that Aligns with Business Goals". Dick is also the newest co-author of one of the classic in the field of human resources, the 20th anniversary revised and updated edition of "Performance Consulting: A Strategic Approach to Improve, Measure, and Sustain Organizational Results". This timeless reference has sold over 70,000 copies in its previous two editions!
- **Trainer/Consultant** – Dick is a masterful presenter with 35 years of experience. Dick has been in the trenches and has the knowledge, tools, and a proven model to share with you, so you don't have to repeat the design mistakes of others.
- **Producer of tons of valuable content** – If you don't believe it, take a look at the resources and information on Handshaw's website at www.dickhandshaw.com/resources2

Though Dick has spoken for ATD Chapters all over the country this is his first time in Sacramento!

You would pay thousands to see Dick on the east coast, NOW is your chance to spend quality training time with him for less than \$200!

Thursday Evening, October 15th "Training Request? Ask Questions First"
Friday, October 16th (All Day Workshop), "Three Core Principles of Instructional Design"

See pricing, dates, times, and locations on pages 2-3

Thursday Evening, October 15th

5:30 PM to 7:30 PM

Training Request? Ask Questions First

For the evening meeting, Dick will be doing his most popular short session called "Training Request? Ask Questions First." In this evening workshop, participants will learn how to handle a variety of training requests in a way that yields better results for the participant and the client. Participants will develop skills using a re-framing role play exercise featuring eight tested principles. Valuable feedback will be provided by the entire audience and the instructor. The results are effective because real world project examples are used for the role-play scenarios. This workshop allows participants to enhance their abilities as a performance consultant and equips them to develop the confidence to use them. Everyone's favorite part of this session is when he asks for volunteers from the audience to demonstrate how to reframe a training request in order to get permission to collect analysis data, so the performance consultant can design a complete solution based on root causes. The challenge here is to remain solution-neutral while asking powerful questions.

Where: Los Rios Workforce and Economic Development Building at 1410 Ethan Way, Sacramento, CA

Friday, October 16th (All Day Workshop)

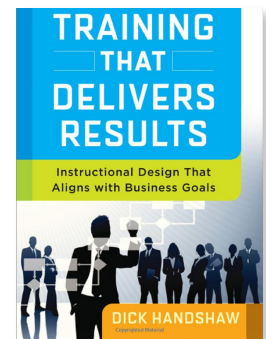
8:30 AM to 4 PM

Three Core Principles of Instructional Design

Based on Dick Handshaw's book, "Training that Delivers Results"

Special BONUS - Every participant in the all day workshop will receive Dick's new book free! A \$27 Value!

Where: Sacramento State, College of Continuing Education, Modoc Hall
3000 State University Drive, Sacramento



Instructional designers get pressed to do things in a hurry. I know from experience, no one calls an outside vendor when they have plenty of time, and I've been in that role for thirty years. I also learned through sometimes bitter experience, which things will make a project take longer and which ones will make it go more smoothly.

In this workshop, you will get hands-on practice using examples from your own work to master what I consider to be the three core principles of instructional design. These are the steps you don't want to leave out, no matter how big a hurry you're in. They each have the potential to save you from the time and pain of rework.

- 1) **Task Analysis** - How can you begin designing training unless you know exactly what is required of your learners when they have completed the training? This type of task analysis won't take long. Learn about the high-tech tool that makes this step easy.
- 2) **Performance Objectives/Measurement** - A lot of designers write these, but not many designers get the most use out of them. Good objectives make creating good measurement of objectives easy.
- 3) **Prototype/Learner Tryout** - You have to build some part of that course first, pick the most critical piece and develop a prototype. This takes no extra time. The learner tryout of your prototype is the step most of our clients tell me they don't have time for. But this step saves much more time than it takes to conduct. I promise.

Where: Sacramento State, College of Continuing Education, Modoc Hall, 3000 State University Drive, Sacramento

REGISTER at www.astdsac.org

(see pricing information for members and non-members on page 3)

Pricing for both Events

Thursday, October 15th, Evening Event is \$25 Members and \$35 Non-Members
Friday, October 16th, All Day Workshop, \$149 Members and \$199 Non-Members

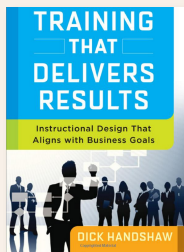
Do you need more proof?

What else does Dick Handshaw have to say about up front needs analysis?

YOU CAN'T AFFORD NOT TO DO ANALYSIS!

I've talked to a lot of trainers about analysis, and the most common reason most of them give for not doing analysis is "I don't have time." But here's what my experience has taught me— and I admit that it's counterintuitive. The less time I have to complete a project, the more critical it is to do analysis early. A friend and colleague, Damon Hearne of Bank of America, once succinctly characterized the importance of analysis with this statement: "If you don't have time to do analysis, be prepared to do design again and again and again." That's absolutely true. In fact, your best insurance policy against costly mistakes and missed deadlines is making the time to do the necessary amount of analysis. Would you like to read a personal story from Dick about how ignoring analysis can be an expensive lesson? See this site for the rest of the story!

<http://www.dickhandshaw.com/post/88472280929/an-excerpt-from-training-that-delivers-results>



Would you like a little more information on the book?

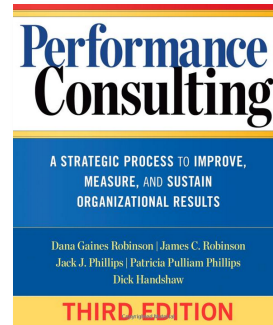
Written by one of the originators of computer-based training, Handshaw's results-oriented model is systematic, yet flexible, and works for

both instructor-led training and e-learning.

Readers will learn how to:

- Analyze performance gaps
- Create targeted performance objectives and connect them with the right measurement tools
- Determine the best instructional strategy and the appropriate media
- Build consensus with project blueprint meetings
- Evaluate the effectiveness of training and use the data to continually improve.

Learning goals and business goals should go hand in hand. Here are the tools, worksheets, and assessments needed to tie the learning experience to enhanced performance outcomes--and deliver sustainable, quantifiable business results.



Have you read this classic book on linking organizational needs to performance?

We will be giving away several of these books FREE on Thursday and Friday!

Performance consultants are effective because they partner with clients to clarify business goals and determine root causes for gaps between desired and current results. Only then are specific solutions agreed upon and implemented.

This third edition of the classic book that introduced performance consulting adds a wealth of new material. There are new case examples throughout and four new chapters providing detailed steps for measuring results from performance consulting initiatives on five different levels, including ROI. The book includes a never-before-published Alignment and Measurement Model, allowing you to connect organizational needs and performance consulting initiatives designed to address those needs with the appropriate level of measurement.

This remains a profoundly practical book, featuring tools, models, and checklists. It will enable you to make a difference in your organization that is valued, measurable, and sustainable.