

# Friesen, Kaye and Associates



**Friesen, Kaye and Associates**  
The Experts in Knowledge Transfer  
and Workplace Performance

## Fundamentals of Design and Delivery

Challenged with creating and delivering effective learning programs and you don't know where to start? Fundamentals of Design and Delivery is a dynamic, fast-paced program designed to build skills and confidence in new designers and facilitators. Incorporating just the right balance of hard work and fun, this program allows you to develop at your own pace, in a supportive and co-operative environment.

Starting with FKA's Systematic Learning Process you will gain the tools, techniques, and framework to tackle any real world learning project. The first half of the program will walk you through the process of designing learner-centered courses that lead to performance improvement. In the second half you will build your skills as a facilitator through a combination of learning the best instructional techniques and then practicing them as you deliver your own lesson. Throughout the program your facilitator will model effective instructional design and delivery.

### Who Should Attend?

- New designers and facilitators with little or no experience.
- Subject matter experts who must design and deliver learning initiatives.
- Persons preparing and giving presentations to groups
- Experienced trainers who have been out of learning for more than a year and need a refresher course.
- Learning and development managers who are responsible for the performance of their staff.

### Key Benefits

1. Learn from the best facilitators in the industry.
2. Small classes ensure you get individual attention and expert feedback.
3. Establish a solid grounding in the basics and build your skills from there.
4. Immediately start using all the practical techniques you will need to be successful back on the job.
5. Take home a comprehensive manual packed with job aids, checklists and reference materials that will help you succeed back on the job.

### Post-Learning Sustainment

As a participant in an FKA program, you are entitled to complimentary Post-Learning Sustainment:

- Transfer Strategy: one-hour online, live-facilitated coaching session (2-3 weeks post program) to maximize and reinforce learning.
- One-Year Hotline: connect with our experts to discuss your learning initiatives, lessons learned, successes, challenges and best practices.

*"Workshop is great!! Very informative and fun giving us a lot to bring back to our "real world" situations. Instructor and workshop were amazing." V. Anderson, Vitalair*

# Fundamentals of Design and Delivery

## Objectives

Upon successful completion of this program, you will be able to:

- Apply the Systematic Learning Process to the design and delivery of effective learning progress.
- Integrate the principles of adult learning into the design and delivery of your learning initiative.
- Describe the main activities of each phase in FKA's Instructional Design Methodology.
- Evaluate learning design and delivery.

### Design

- Identify the significant population factors of the target audience.
- Describe the Model of Performance hierarchy.
- Define the course content to be included in the learning program.
- Write learner-centered lesson objectives.
- Select appropriate presentation and application methods.
- Plan adequate time for testing for understanding and application.
- Determine which learning materials to produce.
- Make media decisions that enhance learning.

### Delivery

- Apply motivational strategies during learning program.
- Implement a variety of presentation methods.
- Use questions to draw on learners' knowledge and experience.
- Incorporate relevant examples.
- Test for understanding using questioning techniques.
- Give and receive constructive feedback.
- Demonstrate effective verbal and non-verbal behavior.
- Improve delivery skills through application and feedback.
- Plan continued self-development as a facilitator.

## Agenda

### Day One

- Objectives, Introductions, & Expectations
- Fundamentals of Instruction
- Fundamentals of Design (Getting Ready to Deliver)
- Fundamentals of Delivery:
  - Pre-Course Preparations
  - Instructor Skills

### Day Two

- Review
- Fundamentals of Delivery:
  - Instructor Skills continued
  - Media
- Preparing for Practice #1
- Practice #1 Followed by Feedback

### Day Three

- Review
- Fundamentals of Delivery:
  - Verbal and Non-Verbals
  - Handling Difficult Situations
  - Media
- Preparing for Practice #2
- Practice #2 Followed by Feedback
- Program Wrap-Up



