



THE  
BOB PIKE GROUP Engineer Curiosity

# Creative Training Techniques®

2017



# Engineer Curiosity

The Bob Pike Group's Participant-Centered approach is successful because it focuses on the needs of learners. We combine practical experience, adult learning theory and neuroscience to help you overcome training challenges and consistently deliver better programs.

## Who Are You?

### Training Professionals

Learn how to help people learn twice as much in half the time.



## Your Workshops

### Train-the-Trainer Workshops

- Train-The-Trainer Boot Camp
- Train-The-Trainer for the Social Learning Age
- Performance Consulting
- Instructional Design
- Webinars That Work
- Presentation Skills

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### Leaders

Move your team from managers to motivators.



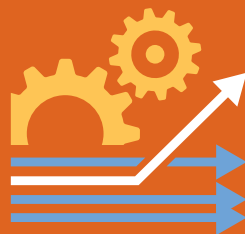
### Leadership Development Workshops

- Coaching for Success
- Mentoring for Success
- Making Meetings Work
- Time Mastery
- Productive Self-Management

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### Instructional Designers & Management

Develop your own customized training program that meets your business goals.



### Results-Based Training Design Consulting

- Rapid Design
- Deep-Dive Design
- Strategic Design

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# Hear From Conference Attendees

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



John Bentley  
**U.S. Army**



Carrie Willink  
**Buffalo Wild Wings**



Katie Fowler  
**Chick-fil-A**



Nicole Call  
**Delta Dental**



Hear from these folks how The Bob Pike Group has changed how they train forever at **[BobPikeGroup.com/Success](http://BobPikeGroup.com/Success)**



## Train-The-Trainer Workshops

For groups of 6 or more, bring a customized Train-the-Trainer Workshop onsite to your organization to meet your most important goals and produce immediate results. Call **866.BOB.PIKE (866.262.7453)** to learn more.

### Train-The-Trainer Boot Camp

Two-day workshop \$1,495

Three-day workshop \$1,795

Whether you've been training for days or decades, discover how Creative Training Techniques® help people learn twice as much in half the time. By actively engaging in activities, participants retain more and apply what they learn back on the job. Our experts will model techniques you can use right away—with confidence—in any training setting.

By attending this workshop you will learn how to:

- > Use dozens of Creative Training Techniques® that make learning stick
- > Tactfully deal with difficult participants
- > Use PowerPoint and other visual media like a pro
- > Engage Millennial and Gen-Z employees differently
- > Measure the results of your training
- > Become a skillful, engaging facilitator for groups of any size
- > Apply C.O.R.E. elements to your content to increase retention, reduce training time, and dramatically improve application

You can attend the 2-day workshop or the 3-day Boot Camp Plus workshop. The extra day of Boot Camp Plus is ideal for trainers who want even more opportunities for practice and feedback.

**Time went by very fast – it was fun, creative, and had me engaged the entire time. It has truly inspired me to want to go out and improve my material to get the same engagement.**

-Jolene Biggins, Whirlpool

#### 2017 locations and dates:

Orlando	Jan. 11–13 (PLUS)
Columbus	Jan. 12–13
Houston	Jan. 19–20
Charleston	Jan. 25–27 (PLUS)
Chicago	Feb. 1–3 (PLUS)
Baltimore	Feb. 2–3
Denver	Feb. 7–8
Austin	Feb. 8–10 (PLUS)
Boston	Mar. 2–3
Minneapolis	Mar. 7–9 (PLUS)
Phoenix	Mar. 15–17 (PLUS)
Philadelphia	Mar. 30–31
Dallas	Apr. 5–7 (PLUS)
Kansas	Apr. 6–7
Atlanta	Apr. 20–21
Washington, DC	Apr. 26–28 (PLUS)
Chicago	May 3–5 (PLUS)
Miami	May 11–12
San Diego	May 18–19
Cincinnati	May 17–19 (PLUS)
*San Antonio	May 30–31
Minneapolis	Jun. 6–8 (PLUS)
Charleston	Jun. 14–16 (PLUS)
St. Louis	Jun. 29–30
Denver	Jul. 12–14 (PLUS)
Columbus	Jul. 13–14
Washington, DC	Jul. 19–21 (PLUS)
Seattle	Jul. 27–28
Houston	Aug. 2–4
Raleigh	Aug. 10–11
Kansas	Aug. 17–18
Atlanta	Aug. 23–25
Philadelphia	Sep. 7–8
Boston	Sep. 13–15 (PLUS)
San Francisco	Sep. 18–19

For the full schedule of Train-the-Trainer Boot Camp workshops, go to [www.BobPikeGroup.com/BootCampClass](http://www.BobPikeGroup.com/BootCampClass)

\*Stay a third day and add Performance Consulting. See Page 5 for details. Or call 866.BOB.PIKE (866.262.7453)

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

Two-day workshop \$1,495

Millennials now make up half the workforce, and 89% of them want their workplaces to be social and fun. It takes new strategies to reach employees who grew up with technology and instant access to information. Learn how to use social media, job aids, case studies and object lessons to make training more relevant. Experience why learner involvement is key to understanding, and learn the brain-science behind our methods. This course moves beyond the foundational models covered in Boot Camp to focus on today's social learning environment.

By attending this workshop you will learn how to:

- > Use social media in training exercises
- > Scale your content to fit various learning styles
- > Build excitement into technical training
- > Demonstrate knowledge through spontaneous speech
- > Discover new linking techniques to increase retention
- > Increase collaboration among team members

### 2017 locations and dates:

Minneapolis	May. 9-10
Minneapolis	Sep. 25-26

## Performance Consulting

One-day workshop \$595

When performance is the question, more training isn't always the answer! Learn to eliminate training that doesn't add value, and start doing the right training, at the right time, for the right people. Learn to identify other performance solutions that will make you a trusted advisor in your organization. This program will show you how to have "pain conversations" that lead to better results. You'll learn:

- 5 performance solutions to implement before any training
- How to conduct needs assessments with employees and executives
- 17 powerful performance improvement questions to ask
- How to lead effective focus groups and interviews
- 10 strategies to gain management support for training
- How to prove ROI for your programs (it's easier than you think!)
- How to create working agreements that actually work
- 9 roles a training consultant should play

### 2017 locations and dates:

*San Antonio	Jun. 1
Minneapolis	Sep. 26

\*Add to Train-The-Trainer Boot Camp. See Page 4 for details. Or call 866.BOB.PIKE (866.262.7453)

### Corporate Onsite Training

For groups of 6 or more

Customize Train-the-Trainer for your team at your place of work.

Your team will:

- Identify goals and needs with a pre-training needs assessment
- Apply Creative Training Techniques® to your own content
- Learn how innovation and interaction strengthens learning retention
- Tap into BPG industry experience to help solve your biggest training challenges
- Save time and money by training at your facility



## Instructional Design

Three-day workshop \$1,795

Is instructional design part of your role? Are you looking to improve your design skills? This workshop is designed to help you infuse your classroom lessons with excitement and fun to fully engage your audience and achieve an environment that maximizes learning. You will learn an easy and repeatable process and leave with a design template that you can customize to fit any training program.

Transform training outcomes with our 4-step instructional design process:

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

By attending this workshop you will learn how to:

- > Analyze and fulfill learner needs
- > Implement a quick and comprehensive needs assessment to guide your design
- > Write measurable goals and objectives
- > Insert CORE (closers, openers, revisitors and energizers) to make training more engaging
- > Identify content as need-to-know, nice-to-know and reference material

### 2017 locations and dates:

Phoenix	Feb. 15-17
Dallas	Apr. 19-21
Chicago	Jun. 21-23
Washington	Jul. 26-28
Minneapolis	Sep. 24-26
Denver	Oct. 4-6
Atlanta	Dec. 6-8

## Webinars That Work

Online (Four 3-hour sessions) \$1,595

In-Person Lab - Two-day workshop \$1,495

Webinar PLUS Consultation - Add-On to Online or In-Person Lab Class \$495

Did you know you only have four minutes to capture your audience's attention during a webinar? After that, their minds can start to drift. Webinar training can be just as effective as traditional classroom training – when it's engaging. This workshop is aimed at teaching you methods that engage your learners every four minutes to keep them from getting distracted. You will be able to apply Creative Training Techniques® that drive employee engagement through the roof by the end of this course.

### Online

By attending this online workshop you will learn how to:

- Draft a webinar plan that incorporates CORE (closers, openers, revisitors and energizers) for maximum engagement
- Evaluate the quality of instruction and engagement before, during and after a webinar
- Encourage collaboration during a webinar
- Utilize strategies for asking and answering questions effectively
- Develop effective learner objectives
- Create handouts, PowerPoints, letters to learners, webinar session templates and online evaluations

### In-Person Lab

Or attend this workshop in person if you:

- Desire additional guidance to design your own custom 60-minute webinar (90% ready to deliver by day two)
- Are new to online learning
- Are less comfortable with technology or software

### Webinar PLUS Consultation

Online training is full of promise to cut costs and reduce training time, but often fails to deliver the same results as classroom training. Make the most of your Webinars that Work experience and include expert follow up with a Bob Pike Group webinar consultant:

- Expert review of your project and constructive feedback
- Follow up phone/Skype visit to discuss your webinar
- Ideas to improve and maximize your training
- Personalized coaching to help you confidently execute your training

### 2017 locations and dates:

Online	Mar. 23-28 — Four 3-hour Sessions
Online	Jul. 20-25 — Four 3-hour Sessions
Minneapolis	Sep. 25-26 (In-Person Lab)
Online	Nov. 2-7 — Four 3-hour Sessions

## Presentation Skills

Two-day workshop \$1,495

Three-day workshop \$1,795

This workshop will help you conquer presentation anxiety once and for all. With time built in for practice and feedback, you'll create and refine your own engaging presentation to implement back on the job.

If you're a subject matter expert, manager, or only speak to groups occasionally, the two-day course may be just right for you. The three-day PLUS course is ideal for people who regularly speak in front of groups.

By attending this 2-day course you will learn how to:

- Deliver a strong and engaging message
- Better manage any type of audience
- Master methods to control your nerves
- Practice what you learn and receive valuable feedback
- Refine your own content into a powerful presentation
- Move from subject matter expert to confident presenter

The 3-day Presentation Skills PLUS course also covers bonus material:

- Develop object lessons that make your message stick
- Practice body and voice behaviors that enhance your presentation
- Distinguish between instructor-centered and participant-centered behaviors
- More time built in for practice and expert feedback

### 2017 locations and dates

St. Louis Feb. 22-24 (PLUS)

Chicago May 18-19

Minneapolis Sep. 24-26 (PLUS)

Atlanta Nov. 15-16

## Leadership Development Workshops

Bring a customized Leadership Development Workshop on-site to your organization to meet your most important goals and produce immediate results. Call **866.BOB.PIKE (866.262.7453)** to learn more.

### Coaching for Success

Two-day workshop

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

During the course, you will learn new strategies to clearly cast vision and values, define priorities and hold your team accountable to goals. You will experience our coaching method first-hand and practice addressing real workplace problems.

By attending this workshop you will learn how to:

- > Build trust among employees
- > Confidently coach and confront uncomfortable situations
- > Practice asking questions to reach core issues
- > Facilitate a conflict resolution situation between co-workers

**Very helpful. This seminar completely changes the way I look at training. I can't wait to get back and implement it.**

-Josef McNeal, Abbott



## Leadership Development Workshops

Bring a customized Leadership Development Workshop on-site to your organization to meet your most important goals and produce immediate results. Call **866.BOB.PIKE (866.262.7453)** to learn more.

### Mentoring for Success

#### Two-day workshop

Mentors are regarded as one of the most important sources of support and advice. According to the Intelligence Group, millennials will make-up 40% of the total working population by 2020 and 79% of them would want their boss to serve more as a coach or mentor.

Using real experiences and workplace situations, you will learn how to bridge the generational gap, foster strong mentoring relationships, and recognize when you are unable to mentor an employee. You will gain support skills and learn specific ways in which you can effectively mentor to increase job satisfaction.

By attending this workshop you will learn how to:

- > Recognize the difference between coaching, mentoring and counseling
- > Discover 4 phases of an effective mentoring process
- > Analyze mentoring skills and apply them to real mentoring situations
- > Assess individual differences and choose appropriate mentoring strategies

### Making Meetings Work

#### Two-day workshop

Meeting leaders know facilitating group meetings is not an easy task. Consensus seems impossible to reach, dysfunction or difficult team members disrupt productivity, or clear actions are not defined. The Making Meetings Work workshop will solve these challenges. You will learn what steps to take before, during or after meetings to increase engagement and participation.

By attending this workshop you will learn how to:

- > Conduct engaging, effective and energetic meetings
- > Discover ways to involve people so that no one person dominates or drops out
- > Explore different meeting plans that maximize time spent in meetings
- > Become a confident, charismatic presenter

### Time Mastery

#### One-day workshop

This highly interactive workshop eliminates the pressure of dealing with shorter deadlines, competing priorities, and endless meetings and interruptions to help you meet high expectations. You will learn new tactics to engage and motivate your employees, help manage your time and resources, and stop feeling hopeless or disengaged. This workshop will give you the strategies you need to achieve performance goals, stay ahead of deadlines and respond more quickly to internal and external agendas.

By attending this workshop you will learn how to:

- > Uncover your time-management strengths
- > Develop new skills for improved performance
- > Focus on priorities, meet customer needs and respond to opportunities
- > Reduce stress and increase productivity

### Productive Self-Management

#### One-day workshop

To meet the challenges of today's business world, you must have the necessary soft skills to self-manage, work collaboratively and communicate clearly. The development of self-management skills is one of the best practices for people who have decided to become more productive employees. This one-day course empowers you to embrace accountable behaviors and attitudes in the workplace.

By attending this workshop you will learn how to:

- > Manage your thoughts and emotions in a professional manner
- > Develop creative problem solving skills
- > Utilize effective communication strategies
- > Improve supervisory and leadership skills management and productivity

Visit Us Online at **BobPikeGroup.com/PublicWorkshopRegistrationPolicy** for more information.



## Training Certification

### Obtain the Professional Designation That Will Set You Apart.

Companies and L&D professionals know the value of commitment, rigor, and excellence in learning to clients. Your certification can be earned in as quickly as one week each September by attending a pre-conference workshop along with the Creative Training Techniques® Conference. Or, you can attend a workshop at any time in any city and complete your certification at the Creative Training Techniques® Conference within the next year.

Participant-Centered training levels the playing field so your team gets to engage together & tap into each other's expertise vs an adversarial atmosphere.  
 -Scott Enebo, Training Consultant

Earn your certification in the concentration of your choice: Delivery, Design, Facilitation, Online

	Delivery	Design	Facilitation	Online
<b>Train-The-Trainer Boot Camp</b>	●			
<b>Train-The-Trainer for the Social Learning Age</b>	●			
<b>Instructional Design</b>		●		
<b>Presentation Skills</b>			●	
<b>Webinars That Work</b>				●

### 4 Easy Steps:

- 1 Submit the application which is found here: [BobPikeGroup.com/Workshop/CertificationClass](http://BobPikeGroup.com/Workshop/CertificationClass)
- 2 Attend the workshop of your choice at any time in any city to begin your certification track or complete the certification in as quickly as one week by combining the Creative Training Techniques Conference with a pre-conference workshop.
- 3 Attend the Creative Training Techniques Conference and select your certification track: [BobPikeGroup.com/Workshop/ConferenceCertification](http://BobPikeGroup.com/Workshop/ConferenceCertification)
- 4 Complete the Online Skill Assessment

**Be recognized for your achievement and professional development with a professional certification! You will also receive preferred pricing for future Bob Pike Group products and services.**

## Results-Based Training Design Consulting

**Our consulting services create optimal training so you can get the results you need.**

Name the metric - ROI, increased efficiency, lower turnover, improved safety, higher security. It doesn't matter. The path to better results is to ensure people know how to do their parts the best way possible...consistently.

### We can help build your training 3 different ways.

Remodeling and building a house is a perfect analogy:

**Rapid Design** is similar to a remodel that you do with someone's help. We will work with you after a public workshop on an hourly basis to help you apply concepts taught and directly tackle issues your business is facing. We can work with you for days or weeks.

**Deep-Dive Design** is also like remodeling. The main difference here is that we do everything for you. We will redesign your current training program to engage employees and make your training stick. Retention is the key to getting the business results you need.

**Strategic Design** builds your new training program from the ground up. We develop curriculum based on business needs. We then develop training materials to include participant guides and leader guides to ensure your classes are impactful.

Whichever route you take, our goal is to maximize the results you get from your training programs.



Gary Chastain  
**RJG, Incorporated**



Hear how our consulting services changed RJG Incorporated at [BobPikeGroup.com/DesignConsulting](http://BobPikeGroup.com/DesignConsulting)

### Let Us Help You Get Started Today to Make the Behavioral Changes You Want Tomorrow!

Our Results-Based Training Design Consulting process begins with a simple and free 10-minute needs assessment where we can talk about your business goals. You'll receive a customized proposal including pricing, timeframes and budget.

**Call us at 800.383.9210 to get started.**

# Results-Based Training Design Consulting

## Your Blueprint For Success



### Marathon Oil Case Study

**See How The Bob Pike Group Helped Marathon Oil Reduce Injuries by 25%**



#### The Challenge

Redesign the Marathon Oil Life Critical Skills training course. There were unacceptable levels of injury and death on the job. Marathon Oil suffered from a rate of -0.61 injuries per 20,000 hours worked, a rate considered to be inadmissible in the industry. This relatively high rate was attributed to a training curriculum that lacked participant engagement, leading to a less than ideal retention of safety information.

#### The Strategy

The Bob Pike Group facilitated results-based training design meetings to identify learning objectives and content based on previous knowledge, skills, and abilities of future participants. To support the learning objectives, The Bob Pike Group incorporated interactive learning activities. To facilitate participant engagement, The Bob Pike Group

created leader guide and participant guides including PowerPoint, scripted activities, and support materials. Also in redesigning the training curriculum, The Bob Pike Group conducted pilot program delivery and subsequently edited the program to address feedback. To ensure participant engagement in future training, The Bob Pike Group delivered Train-The-Trainer program to prepare Marathon instructors to deliver the new course.

#### The Results

##### **25% Decrease in Injuries**

Marathon Oil saw an increase of success in their Life Critical Skills Safety Program; participants were much more engaged in training and retained more information. Marathon Oil also noticed a consistent understanding of the procedures across diverse organizations along with high test scores and positive feedback. After working with The Bob Pike Group in 2010, Marathon Oil saw their previously high rate of 0.61 injuries per every 20,000 hours worked to their best-ever personal safety record at 0.45 injuries per every 20,000 hours worked.



THE  
**BOB PIKE GROUP**

Engineer Curiosity




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# Creative Training Techniques®

2017

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# engineer curiosity



## 24<sup>TH</sup> ANNUAL CREATIVE TRAINING TECHNIQUES® CONFERENCE



PRE-CONFERENCE  
**Sept 24-26**

CONFERENCE  
**Sept 27-29**

**HILTON**

Minneapolis/St. Paul Airport  
Mall of America



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