

Extending the Impact of Your
Communication-Training Program upon Participants

by

Dr. Will Powers
Department of Communication Studies
Texas Christian University
Fort Worth, Texas, 76126
w.powers@tcu.edu

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Extending Your Training Impact

--Abstract—

This paper is designed to expose participants to the rationale for extending their training impact, the process now available to do so without the trainer investing greater time into the training program, the particulars of the new KeyEd software that allows trainers to become authors of their own training program extension, and an overview of the method of generating Keys to Success in their expertise areas and high quality micro-lessons reflecting the critical and motivational aspects of each Key.

Extending Your Training Impact

Brief Overview

Rationale: This innovative technique allows trainers to extend their presence with participants over a specific timeframe where the major factors in the training program are reinforced, participant engagement is encouraged, and metrics of accomplishment are available. At the conclusion of the program, participants may download all program materials. The trainer (or designate) receives full access to participant engagement in the learning system. The trainer participates in the extension only as much as desired. As part of the Private Label Program option, all training materials are branded as desired by the Trainer within the template system.

Each participant at the NCA program will receive a paper titled, *How to Author Your Own Concept Keys Program in Four Easy Steps!* and the *CK Author Template Software*. Should any of the participants desire to pursue authoring their own CK program; the start-up fee will be waived.

An Extended Presence Improves Opportunity to Achieve Training Objectives:

1. Enhanced participant understanding
2. Enhanced participant retention
3. Enhanced participant application
4. Increased demonstration of training effectiveness

Concept Keys Private Label Online Learning System Extends Your Presence:

1. Identify Training Program Objectives
2. Develop a Concept Keys Private Label Online Program
 - o Generate Keys to Success in Training Content
 - o Generate Micro-lessons (no more than 4 paragraphs)
 - o Insert into *CK Author Template Software*
3. Present your CK Extension Program as an essential tool within your program
4. Each day, each participant receives one Key to Success in the training area, a brief Micro-lesson, and up to four Food For Thought application-oriented questions that take less than 5 minutes to process right in the work area.
5. Each week, each participant is exposed to a brief quiz and is asked to select the most important key of the week and indicate what will be done to utilize that key.
6. At the conclusion of the program, each participant may be asked to partake in the Concept Keys Certification Examination over that training area.
7. Project Coordinators receive access to extensive metrics identifying the roi in your program.

How to Author Your Own Concept Keys Program in Four Easy Steps!

Never before has the phrase *keep it simple* carried more meaning and impact. This is the essence of the Concept Keys (CK) approach to make learning easy for busy people. As an author, you are able to just write in a style that is easy for everyone to understand.

Basics-Basics-Basics

Keep it simple! Jargon is good to learn and some technical terms and concepts can only be explained by complex writing. But when possible, simpler is better. If you have a choice, avoid using multi-syllable words. Several short sentences are often less complicated than one long extended sentence. So, go with the flow but do keep it simple to enhance learning.

Your micro-lessons may vary in size. Some may require more or less than the standard four paragraphs with just 2-4 sentences in each paragraph. Be flexible and adjust to the needs of your material. However, when a paragraph or Micro-lesson begins to get really, really long, you should consider the possibility of dividing the material into two or more Keys.

Getting Started-and Getting FINISHED in Four easy steps!

You have invested a lot of time becoming an expert. This will now pay off for you as an author of a CK program. The process is simple, easy, and takes very little time. Just in your thinking about becoming an author of a CK program, you will have already selected a general topic area and narrowed it down to a feasible project. Completing your first draft is easy. There are four basic steps:

- 1) Generate an extended list of keys to success in that area
- 2) Select the most important of those keys
- 3) Explain the key in more detail
- 4) Choose the bullet which best represents the key for testing purposes.
Revising and improving your first draft will take only as long as you want- you are the author.

Here are a few more details on these four easy steps that will get you moving forward quickly.

You already have a general topic in which you have expertise or have access to extensive literature. If my colleagues were creating a CK program, here are a few topics that would work for them: Conducting Interviews for Media, Surviving Interviews with Media, Networking Success, Preparing for Emergencies, Increasing Your Credibility, Persuasion Tactics That Work, Selling for Success, Building a True Team, etc.

Let's use Networking Success as our example.

After you thought a bit more, you decided that your initial topic actually represented a series of smaller but related major concepts (e.g. Opening Gambits, Continuing a Conversation, Remembering Names, etc.). So, you decided to author a series of CK programs that actually represent an entire book. You then decided which of those sub-elements merited a separate small program or chapter.

Let's use *Remembering Names* as our example of a smaller program. Give it good motivating title; something like "*Remembering Names Builds Your Professional Network!*" Now you are ready for Step 1 in producing your own CK Program!

Step 1: Generate a List of Keys to Success

Even though your topic is now "smaller," you will want to start out by generating as many basic fundamentals as you can that will allow a reader to be successful in this skill area. If your initial thought is that *Remembering Names* would work best as a three-week, 15 Key/Micro-lesson CK program, you might start off generating 20, 30, or even 40 or more basic Keys to successfully remember names. It is very helpful to use standard brainstorming techniques if you have co-authors. When first making your extensive list, do not deny any Key to success no matter how silly it might sound. When you are drained and cannot think of another remotely possible Key, stop!

Take a break and then come back to your list. Many folks find that their list of basic fundamentals in the smaller area is much longer than expected. This is not a bad thing! It's actually a very good thing because you reduce the chances of overlooking a really important Key. Review the Keys and eliminate duplicates. Don't worry yet about eliminating the Keys that are too basic or silly. They sometimes fit well in a micro-lesson.

Step 2: Select the Most Important Keys from Your List

This is a time for critical decision-making. Divide your list into a group of the Most Important Keys that impact a person's ability to remember names and a second group of all the rest of the Keys. Your final number of Most Important Keys should be pretty close to your original projected number. But there are no real guidelines here. You must use your instinct and expertise. The size of your program sometimes grows to more Keys than you originally anticipated-and sometimes less. Make your decision and make it happen by finalizing the number of truly useful Keys in your *Remembering Names* CK program. Some of you will want to immediately use KeyEd. That is fine, just be sure to read and understand how to input Keys into your program.

Step 3: Generate the Micro-lesson for Each Key

Before starting, review the many examples of micro-lessons that are available from the program list at the Concept Keys website. With those examples in mind, create a separate page on your computer for each of your Most Important Keys and place that Key at the

center top of each page. Arrange these Keys in the order that you want the participant to process this information. Then go through all the remaining keys and place any of them that are related to one of the Most Important Keys on the same page underneath the Most Important Key. Those of you who are already using KeyEd will already have your Keys inserted into the software and can easily follow the preceding advice in terms of movement of Key sequence and inserting material into the bullet area.

In most CK programs, the Micro-lessons are four bulleted paragraphs. Each paragraph includes two to four sentences. In some cases, the organization of the paragraphs will flow quite naturally. Often a time sequence or an organizational pattern based on procedure, size, or space works effectively. In other cases a unique organizational principle will have to be used.

Some authors have found a functional pattern to be best:

- Paragraph 1-Explanation of Key
- Paragraph 2-Description of Key
- Paragraph 3-Negative Motivation (this will happen if you do not use this Key)
- Paragraph 4-Positive Motivation (this will happen when you do use this Key)

Sometimes, it is helpful to have additional information provided by a person of some authority in the Paragraph 3 and 4 areas. Examples would be comments from the CEO, Vice President of Human Resources, or even from the local trainer or teacher.

Sometimes, it takes two or three paragraphs to complete one function. Another time not all four functions will make sense and are therefore not necessary. Be flexible and realize that these decisions about what to include are all part of the overall intent of your program and should be selected to help make learning easy for your participants.

Step 4: Choose Your Certification Test Bullets

Along with each Concept Keys program, the user is provided the opportunity to take a Certification Exam. The test is comprised of two types of questions: A list of 20 keys, 5 of which come from the program just taken and a matching type question where keys are matched to “bullets” from the micro-lessons. Rather than rely on complete randomness, the author must choose one bullet from each micro-lesson which best represents the micro-lesson. Avoid selecting a bullet containing the specific language in the Key or else you will not be certifying “understanding” of the Key, simply connectiveness.

Some folks prefer to do this after they have finished authoring the program entirely. Others prefer to complete this step as they write. Regardless, it is a **very** important part of program creation. A process which works quite well for most is to read the key, then the first bullet, then read the key again, then the next bullet, etc. This reinforces the key itself and helps you choose the best representative bullet for your certification test.

Transfer Your Program to KeyEd

In the section "Using KeyEd", you will find instructions on how to transfer your material to KeyEd. Before you attempt to "copy and paste" your content into a Key/Micro-lesson, save your file as a .text or .rtf file to avoid extraneous computer language being included. As you become more adept at using the software and the process by which you create your CK programs, you will likely use KeyEd directly during your creation process—that does make it a bit easier. After your program is saved and ready in KeyEd, follow the instructions in this manual below (see the section on "Submitting Your Program to Concept Keys") for submitting your program to Concept Keys.

Additional Information

As part of your start-up fee, you will receive 5 copies of your program for distribution or resale upon your request. You might use these to test the program. At this time you will also want to purchase any additional programs (which you plan to distribute or resell over the next year) to receive the lowest possible wholesale price. This will reserve that number of program slots for instant initiation.

To initiate the distribution of your program, send us an email with the program name; each participant's first name, last name, and email address; the start-up date; how many Key/Micro-lessons you want distributed each day or week and any weeks or days to be skipped (i.e. Spring Break). Concept Keys will send each participant a set of instructions. Then they are OFF and RUNNING with *your* CK Program!

Sometimes you may come to a glitch in your writing. If questions develop along the way, just contact concepts@conceptkeys.com and we'll do our best to offer our insight. Good luck! We look forward to seeing the finished product.

Using KeyEd

Please be sure you have read the previous section ([Introduction to Concept Keys Program](#)) before jumping right into KeyEd!

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KeyEd Layout

There are three main areas in KeyEd. Taking up the entire left side of the window is the Program List. It shows you the number of keys/micro-lessons in your current program.

You can re-order keys by left clicking on the one you wish to move and using the buttons at the bottom of this list to move it up or down.

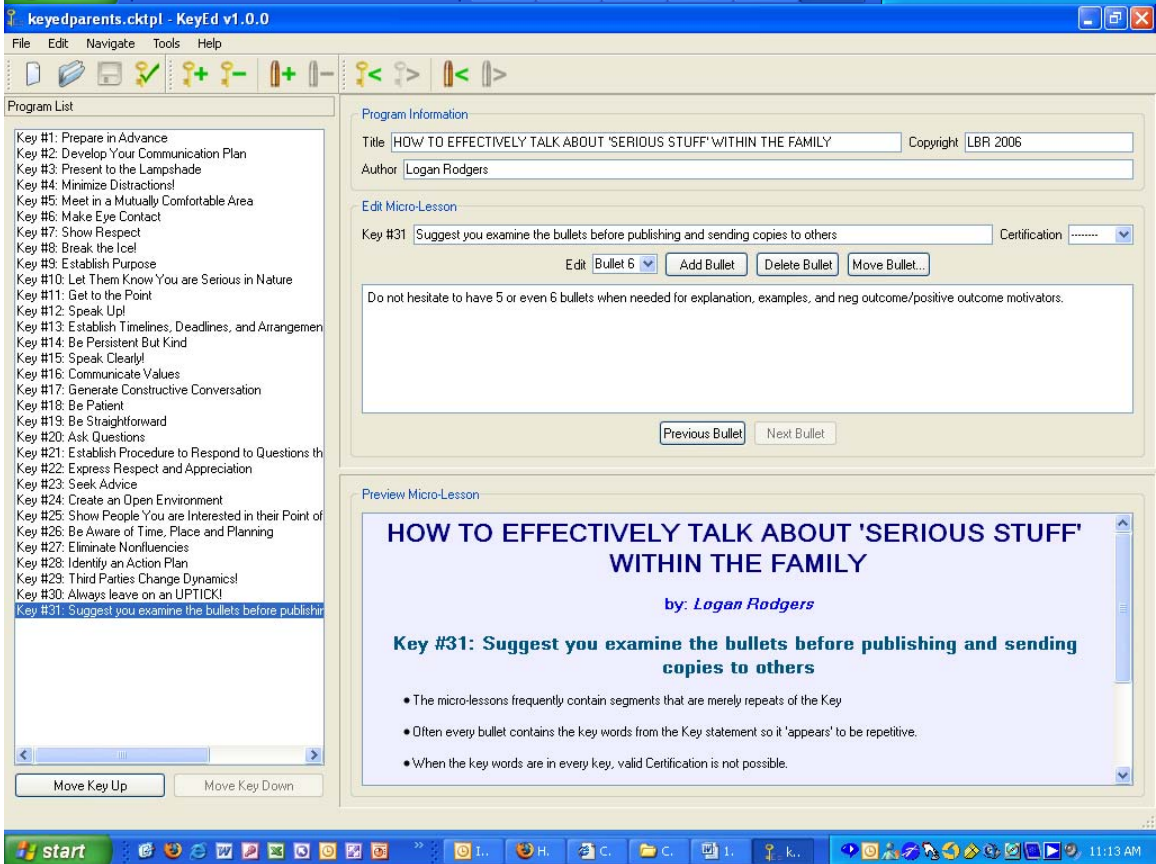
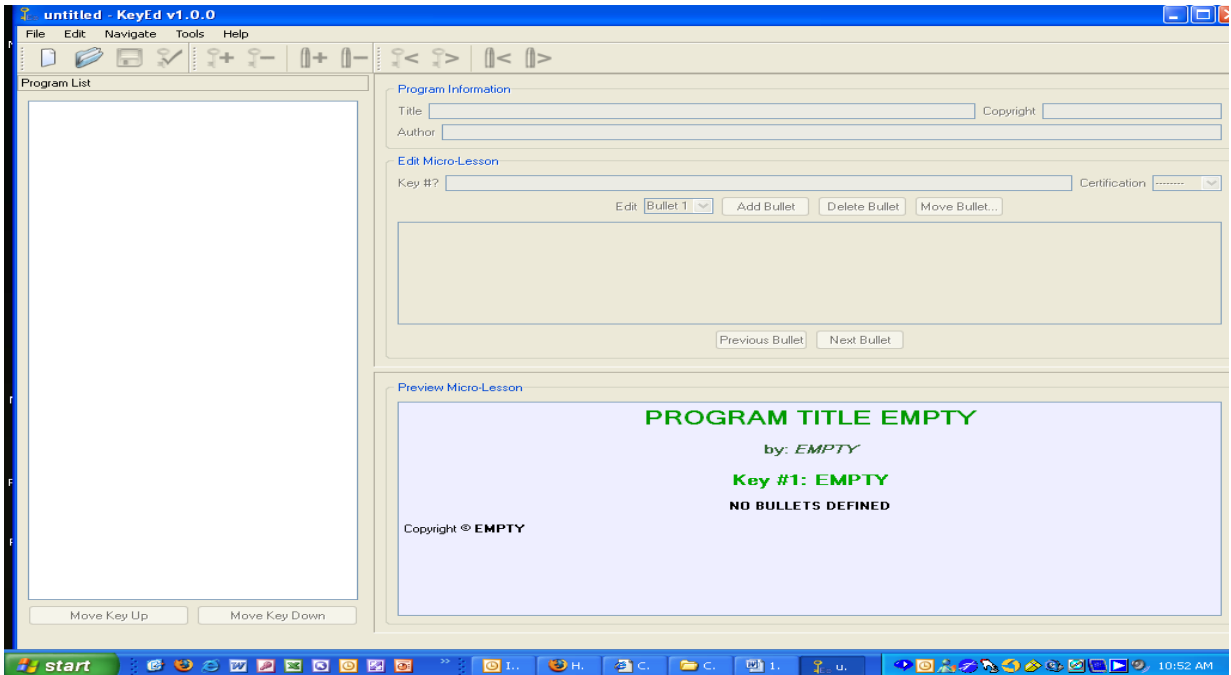
The next area is at the top of the right-hand portion of KeyEd and labeled Program Information. It is comprised of 3 text fields: Program, Copyright, and Author. All three of these text fields must have valid information before you can alter anything else in the program.

The Edit Micro-Lesson area is labeled and contains the key and micro-lesson fields. This area updates based on the current key selected in the Program List. From this area you can change the Key title, edit any of its bullet points, and add or delete any bullet points.

The last area is the Micro-Lesson preview, appropriately labeled Preview Micro-Lesson. It constantly updates to show you the latest program information and selected key/micro-lesson.

Please continue on next page.

KeyEd Software Layout (Empty and Filled)



The Preview Micro-Lesson area can be resized in the vertical direction by grabbing the "splitter handle" and moving up or down. The Program List area can be resized horizontally by grabbing its "splitter handle" and moving left or right. These sizings are saved when you exit the application.

The Tool Bars give you access to some of the functionality in KeyEd without having to go to the menus. They can also be dragged to new positions around the application and their placement is saved when you exit the application.

Some of the commands in KeyEd have "Hotkey" bindings. You can see if a command has a hotkey by looking for it on the corresponding menu. For example, Edit > Add Key has a hotkey of CONTROL+K and Edit > Add Bullet has a hotkey of CONTROL+B. So, if you were editing a bullet and wanted to add another one, simply press CONTROL and B at the same time. These hotkeys are merely time-savers.

Finally, even though you do not see menu items for them, you can, in any text input area, copy and paste with CONTROL+C and CONTROL+V. So, if you wanted to copy some text from a different program and paste it into your current bullet, you would copy the text and then click the mouse in the bullet text area and press CONTROL and V at the same time to paste it. You will also find a limited "undo" and "redo" available to you within text areas by accessing CONTROL+Z and CONTROL+Y, respectively.

Starting a New Program

Select File > New... to start a new program. This will bring up the New Program dialog. Enter your new program's title, the author's name, and the copyright information (this defaults to the current year). Press OK and you will see KeyEd update with the information you just entered as well as automatically create an empty key for you.

Creating a Key/Micro-Lesson

Creating a key is comprised of two steps: The key title and the micro-lesson bullets.

Key Title

If you are not on your very first key in a new program, select Edit > Add Key, otherwise you will already have an empty key waiting for you to fill out.

In the Edit Micro-Lesson section, enter your key title. As soon as you have valid information entered in the key title text field, you will notice the first bullet point is available for you to edit.

Deleting a Key

As long as you have more than one key, select the key you wish to delete from the Program List and then select Edit > Delete Key. If the key has any data, you will be prompted to confirm the deletion. If it is empty, you will not be prompted.

Micro-Lesson Bullets

The pulldown menu underneath the key title shows you which bullet you are currently editing in the provided text area. Selecting a different bullet from the list will change which bullet you are editing.

If you are ready to add a new bullet, choose Edit > Add Bullet or press the Add Bullet button. If you are adding the first bullet of this key, it will already be available for you to edit.

The provided text area allows you to enter and/or edit your bullets. You can switch between bullets via the pulldown menu, the toolbar, the Navigate menu, or the buttons directly under the text area. As you type in your bullet, you will note it updating in the Preview area.

Valid HTML tags for bullets are `bold`, `<U>underline</u>`, and `<I>italics</I>`. Any other HTML tags will be automatically converted to plain text.

Deleting a Bullet

Deleting a bullet is as simple as using the pulldown menu to navigate to the bullet you wish to delete and pressing the Delete Bullet button. If the bullet currently has text, you will be prompted to confirm the choice, if it is empty you will not be prompted.

Setting your Certification Test Bullet

The Certification Test Bullet is required regardless of whether you will be using the Certification option at this time or not. If you are using the Basic option, merely identify Bullet 1 as the test bullet for each Key in your program to satisfy this validation protocol. If you are going to use the Certification option, setting your Certification Test bullet is quite easy. Next to each Key title entry field is the word "Certification" followed by a pulldown menu. The pulldown menu contains an entry for each bullet in the current micro-lesson. Simply decide which bullet best represents an understanding of the Key and micro-lesson and choose it from the pulldown list. Please note, this is **not** the pulldown menu directly below the key entry field (which changes what bullet you are currently editing)!

Program Validation

Before submitting your program to Concept Keys you are required to use the "Validate" tool. Access is from the toolbar (to the right of Save) or the Tools menu. Also note, Validate is run upon opening any KeyEd file and will report any errors at that time.

Validate does not change your program in any fashion. It simply pops up a list of errors in your currently active program. You can leave the Validation Report window up while you make corrections to your program. Pressing Validate with the Validation Report window currently up will update the report window with the latest results.

Submitting Your Program to Concept Keys

The submission process for Concept Keys programs is very simple:

1. Make sure you have the [latest KeyEd software](#) from Concept Keys.
2. Open the program you wish to submit to Concept Keys in KeyEd.
3. Press the "Validate" button on the toolbar or select Tools > Validate.
4. Keep running Validate and correcting errors until you have no errors left.
5. Save your program.
6. Using your favorite email program, compose a new message to programs@conceptkeys.com.
7. The email message should contain information about your program, your contact information (name, address, phone number) and what time (include your time zone please) you prefer for any contact via phone that is necessary (this information is kept in the strictest confidence and will never be released without your consent).
8. Finally, attach your saved program to the email and send it!

To be clear, the very first thing that Concept Keys will do is open your submitted program in KeyEd. If validation fails, you will receive a reply stating so and your submission will be rejected.

NOTICE: Concept Keys reserves the right to refuse any submitted material. All material retains the original author copyrights. It is the responsibility of the author to obtain proper permission for any and all submitted material.

Activating Your Program

As mentioned earlier, you will receive 5 copies of your program for distribution or resale upon your request as part of your start-up fee (recall that your start-up fee is waived as a function of your attendance at this session during the NCA convention. You will want to purchase additional programs that you will be distributing or reselling during the next twelve months in order to receive the lowest possible wholesale price based on quantity purchased. This will reserve that number of program slots for instant initiation.

To initiate the distribution of your program, send us an email with the name of the Program Owner (you); the program name; each participant's first name, last name, and email address; the identity of the Program Coordinator(s); the start-up date; and any weeks or days to be skipped. Concept Keys will send each participant a set of instructions. Then they are OFF and RUNNING with *your* CK Program!

Sometimes you may come to a glitch in your writing. If questions develop along the way, just contact concepts@conceptkeys.com and we'll do our best to offer our insight. Good luck! We look forward to seeing the finished product.