

Make Your Training Participants into Content Expert Authors

by

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Technology has opened the door for the expansion of innovative training strategies. The strategy discussed in this paper was originated in the educational environment and has been demonstrated to be an effective tool in the classroom environment (Bodie, Fitch-Hauser, and Powers, 2007). With appropriate adjustments, it is a small step from the application-oriented classroom to the application-demanding workshop or seminar.

The innovative technology is one result of the development of software (Easy Author Key Editor) that allows any content expert to author their own online learning program using the Concept Keys (CK) Learning System. This online learning system delivers fundamental keys to success imbedded in brief micro-lessons and associated Food for Thought questions, quizzes and self-selections on a systematic basis.

In less than 30 minutes near the conclusion of a seminar or workshop, teams of participants are asked to identify the 15 most important keys to success for their organization regarding the seminar topic. They will then have an opportunity to generate their own program in the form of CK System. This authoring activity will clearly move the participants further toward the following Training Activity Objectives:

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

Trainer's Outcomes

1. Enhanced Achievement of Training Objectives for Participants
2. Enhanced Credibility with Participant Leaders
3. Additional Marketing Outreach into Participant Organizations
4. Additional Revenue Stream

Training Activity Process (Total of 30 minutes):

1. In the latter section of a seminar, the Trainer introduces participants to the CK Easy-Author KeyEd Software (5 minutes). Permission is granted by CK for the trainer to provide participants with software download access and to copy and distribute "Easy Steps to Writing Your Own CK Training Program" to participants.
2. Participants (typically in teams although individuals are also appropriate) are asked to engage in the following start-up activities (computer not essential during this stage) (25 minutes):
 - Select their own training content emphasis
 - Brainstorm multiple Keys to Success in the selected content emphasis area relative to their work environment

- Generate 3 short Micro-lessons in support of three Keys
 - Establish completion date for 15 Key CK program upon return to organization
3. Upon returning to their work environment, participants will complete the authoring of their own CK program over the selected content using the CK Easy-Author KeyEd software. Some individuals may add others upon their return to the work environment to form an authoring team. Some trainers may wish to provide a bibliography.
 4. When completed, Participants will submit their CK program file to the trainer for satisfactory course completion review.

Rationale: When seminar participants have to prepare written materials to train or teach others, they simply learn the content better. This process allows trainers to extend the presence of their program content and application potential while participants are in their own working area. Participants as authors (either working individually or in teams) will experience constant engagement and reinforcement with the critical content and provide a clear demonstration of accomplishment to their organizational leaders.

The NCA trainer participates in the extension only as much as desired other than reviewing completed CK programs and identifying satisfactory seminar completion. Should the training participants wish to actually distribute their CK program, the NCA trainer will be able to arrange for use of the CK learning system at wholesale prices and waiver of start-up fees. The marketing value and demonstration of training ROI for the NCA trainer will be extensive.

NCA Program: A laptop will be provided during the NCA program so NCA participants can see the software in operation. Following the NCA Program, each NCA participant will receive an email attachment paper titled, “Easy Steps to Writing Your Own CK Training Program” and access to the CK Easy-AuthorKeyEd Software.