



# THE MANAGER AS TRAINER

**You don't need to be  
a manager to attend!**

Reserve your  
seat now for this  
Two-Day  
Workshop:

**July 23 & 24, 2007**

Red Lion

Boise Downtowner Hotel  
1800 Fairview Avenue, Boise, ID

The role of manager involves equipping those on your teams with the knowledge, skills, and attitudes needed for workplace excellence.

In this two-day class, THE MANAGER AS TRAINER, you will learn to do just that.

- Boost your career
- Increase your value in the workplace
- Get better results from your teams
- Learn the most effective on-the-job training method ever

**Two days - only \$497**

Includes:

- Lunch on both days
- Complete training binder
- Completion certificate
- + Follow up phone support!

**ENROLL TODAY**

**(208) 375-7606**

or register online:  
[workplace-excellence.com](http://workplace-excellence.com)

The role of Manager is changing . . .  
Learn to equip your teams with the skills  
necessary for workplace excellence!



**After this 2-day Train the Trainer workshop**, you'll be able to create and deliver training that's easy to understand.

On-the-Job Training is usually shadowing or the "watch me" method. This often wastes energy, time, & money. **Learn a better way.**

Learn to assess needs. Gather the right information that closes the gaps between what's known and what needs to be known.

Learn to design & develop training using proven methods.

Learn (& practice) effective presentation skills. Get coaching on your "stand-up" skills; gain confidence in teaching classes of all sizes.

Learn how to evaluate your training. There are effective and 'not so effective' ways to do this. Learn what works!

Invest in your future. Seating is limited. Call:

**(208) 375-7606**

Participants will be required to complete an online learning module prior to class.

## ◆ Gain Skills for Workplace Excellence ◆

# Who Should Attend?

- Managers and supervisors who must train or give presentations
- HR personnel
- Business development professionals
- In-house trainers
- Consultants
- New trainers
- Experienced trainers who want a refresher
- Department heads

The learning is so valuable and so powerful, anyone managing others should attend.

- D. Woodworth

**SEATING IS LIMITED**  
**RESERVE TODAY**  
**(208) 375-7606**  
or register online:  
workplace-excellence.com

**Get hands-on, real-time application.**

Learn step-by-step procedures.  
Gain skills that make a difference.

### What you'll learn:

- **Instructional design methods**  
*Learn the five focus areas needed for effective training design.*
- **Instruction delivery methods**  
*Explore the pros and cons of various delivery methods and choose the ones that work best for your needs.*
- **How to do "On the Job Training"**  
*Most methods don't deliver results. This method does. Every time.*
- **Individual learning styles**  
*Find out how to identify the various ways people perceive and process information, and how to reach them with what they need to know.*
- **Cultural differences**  
*How we can adapt training for the impact of cultural differences.*
- **Presentation techniques & tools**  
*Explore the pros & cons of various tools and presentation styles, then practice with the benefit of real-time coaching.*
- **Measuring results**  
*Learn how to evaluate training's impact in the workplace.*
- **Legal & ethical issues in training delivery**  
*Examine ethical standards and how to keep training 'above board.'*

### What you'll receive:

- **Systematic Approach to Training workbook**  
*A complete, step-by-step guide for what to do and how to do it. Includes templates, worksheets, samples, and more – covers all types of training.*
- **Lunch, continental breakfast, and snacks on both days**
- **A framed certificate of completion**
- **Follow up phone support after the workshop!**

## ◆ Ensure the Transfer of Knowledge & Skills ◆

### Practical and proven.

The classes are small. The learning is focused. The results are exceptional.

### How this workshop will improve your management and training skills:

- Learn what's missing from "shadowing" and on-the-job training methods, and how to make such methods successful every time.
- Most training results in learners retaining only 20% of what was presented. Learn and practice a proven method to increase that retention to between 60 – 80%!
- Identify your own learning style; how that style may inhibit your ability to teach to other styles, and what you can do to adapt.
- Learn how to create clear, measurable learning objectives—and how to use them as tools to keep learners focused and engaged.
- Learn different types of teaching methods and why each method may be good in some situations but not others.
- Learn a practical, proven way to standardize employee training that virtually eliminates the phrase "but nobody ever showed me that."

### *What past participants have said:*

*This is probably the best class I've ever had in my life—and I've been going to training classes for over 30 years.*

*Excellent! Well worth it. I learned a lot and I will use it.*

*I'll be putting it to work this week. This material is really going to help.*

### **Also: Free phone support *after* the workshop:**

No need to worry about remembering everything we cover – Workshop attendees get six months of phone support – it's all included!

### **Need Continuing Education Units?**

CEU's are available. Please call (208) 375-7606 for details

## Every Manager is a Trainer:

As a manager you have many responsibilities. Besides everything else required of you, part of every manager's job is to ensure people know how to do their job effectively.

Sometimes you have to give on-the-job training.

Other times it's new employee orientation.

And then there's the mentoring and coaching or presentations to the senior managers.

Regardless of your management position, this course will make you more effective.

Find out why our clients say things like this:

**"In my 25 years working I've been through many similar programs. This one is the best -- by far!"**

*- R. Freidrich  
Production Supervisor  
McCain Foods, USA*



# About Your Facilitator:



**Dan Bobinski** is the director of the Center for Workplace Excellence, training managers and leaders at Fortune 500 as well as private companies in train-the-trainer and management skills since 1989.

He is an adjunct professor at Idaho State University and an internationally-published weekly columnist on workplace issues. His work also appears in *The Times* of London, *Business Management* magazine, *CXO* magazine, *My Business*, and *The Journal of the Institute of Management Services*, among others.

Dan is the author of *The Trainer's Intellect* and *Strategic Hiring, Training, and Retaining of Good Employees*, and is the primary author of *Living Toad Free: Removing Obstacles to Success*.

Dan holds an M.Ed. in Human Resource Training and Development, a B.S. in Workforce Education and Development, and is currently completing his doctoral work in Adult and Organizational Learning. He's also a certified behavioral analyst. Dan is married and lives in Boise, Idaho.

## Save \$\$\$

**Early Bird:**  
Only \$480 if enrolled before June 19

**Group Discount:**  
Enroll four or more and save \$50 each!

# Become a Top-Notch Trainer

## Four ways to Register:

*Early bird:* \$480 before June 19  
*Group rate:* \$447 each for 4 or more

- Online:** Visit [www.workplace-excellence.com](http://www.workplace-excellence.com).
- Telephone:** Office hours are 9:00 am - 5:00 pm, Monday through Friday, Mountain Time. Major credit cards accepted. Call (208) 375-7606 or toll free 800-922-6224.
- Mail:** Complete the registration form below and mail it with payment to: Leadership Development, Inc. / Center for Workplace Excellence 10140 W. Meadowlark Street, Suite B Boise, ID 83704
- Fax:** Complete the registration form and fax it to (208) 375-7607.

### I want to attend the July 23 / 24 Manager as Trainer Workshop in Boise, Idaho:

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Organization \_\_\_\_\_ Type of Industry \_\_\_\_\_

Address \_\_\_\_\_ City / State / Zip \_\_\_\_\_

e-Mail address (*req'd for the e-learning*) \_\_\_\_\_ Phone h w c \_\_\_\_\_

Fee: \$497 per person (\$480 before Jun 19 / \$447 four or more) TOTAL: \_\_\_\_\_  
◆◆◆ If enrolling more than one please provide contact info for each enrollee. ◆◆◆  
Fee includes all program materials, refreshments, continental breakfast and lunch for both days, certificate, and follow up. (Enrollment secure after receipt of payment.)

Payment Method:  Check  Visa  MasterCard  AmEx

Bill my organization (Attn): \_\_\_\_\_  
(Note: Full fee due prior to beginning the coursework)

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_

Signature \_\_\_\_\_

If you are unable to attend after registering, you may transfer this registration to another person at no extra charge. A refund will be granted, subject to a \$100 processing fee, for written notification of cancellation received at least fourteen days prior to the event. Registrants canceling after that date and/or failing to attend the training are responsible for the entire enrollment fee. Leadership Development, Inc. reserves the right to cancel the training and should it do so, its liability shall be limited only to the amount of the enrollment fee.