

The **INSTRUCTIONAL DEVELOPER** *Workshop*

DESIGN AND DEVELOPMENT FOR A COMPETITIVE EDGE



● **An Intensive 3-Day Training For**

*Instructional Designers, Course Developers, Content Experts, Trainers, Training Managers, Project Managers, Media Developers, Product Managers, Line Managers, Technical Writers, and more! **No experience is required.***

Analyze, Design, Develop, and Evaluate your training programs and materials faster, better, and easier – with a critical focus on *key business initiatives*.

The Instructional Developer workshop moves you through basic and advanced techniques used in applying the full spectrum of the instructional systems development methodology.

These strategies implemented throughout the workshop are beneficial to anyone engaged in a training initiative – learn how to streamline your instructional development process today!

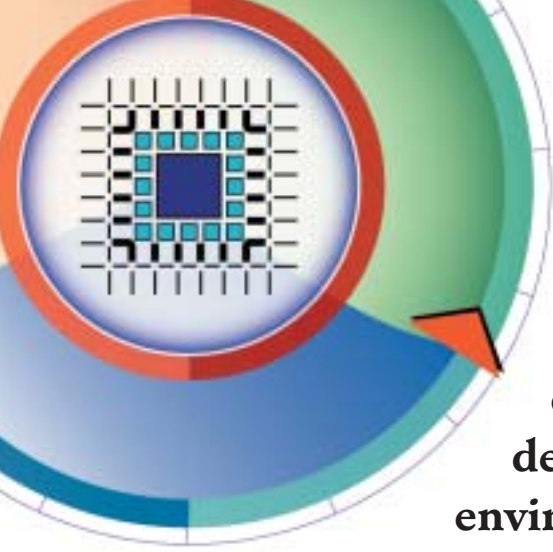
**See Details
Inside!**

*Become a Certified
Instructional Designer Through DSA!
Graduate Level Credit Available Too!*



**DARRYL L. SINK &
ASSOCIATES, INC.**

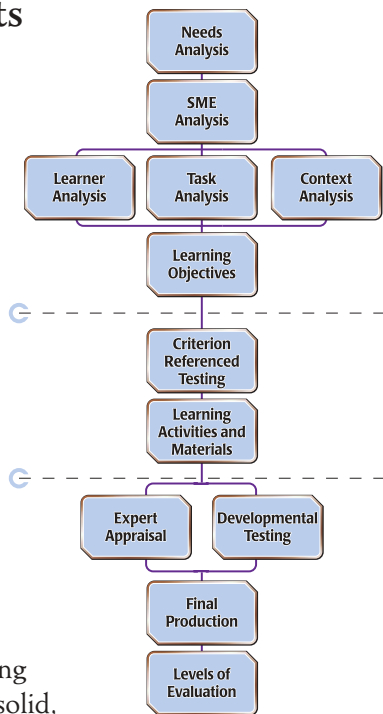
www.dsink.com



Gain the techniques and skills necessary for designing and developing training – to meet the challenges of today’s quality demanding business environment.

In 2006, Training Magazine reports that companies and organizations budgeted a total of \$56 Billion dollars on training initiatives.

- Of these initiatives, which programs actually realized a return on the investment? How many companies correctly track that return? Which took into account the critical concept of tying the business needs and key initiatives into all areas of training - analysis, design, development, and evaluation?
- DSA’s Instructional Developer Workshop is in its 20th year running as a key development component and indispensable toolkit for employees of government and business including many Fortune 500 companies. Attendees include technical writers and subject matter experts to training developers and curricula managers. Training teams use the workshop as their foundation for a solid, consistent process for building and evaluating successful training programs.
- Bring your training initiative to the workshop, and join us for hands-on activities, over 100 job aids, and interactive sessions to apply sound strategies and methodologies to this and future training programs.



The best training I have received in ISD. Everything related directly to my job! I wish I would have had this course when I started 2 years ago.

*Vince Aquino
US Coast Guard*

14 Great Reasons to Consider Group Attendance or an In-Company Presentation

1. Your group will all be trained the same way at the same time.
2. They will all be speaking a common language and “singing the same tune.”
3. You’ll find your staff developing more interesting and appealing training.
4. Your group will benefit from a shared experience, speeding the change process within the group or organization.
5. Choose convenience for your group—no travel with an in-company workshop.
6. We’ll address your group’s specific course development problems.
7. You’ll see results as you increase the capabilities of the entire department within a short period of time.
8. Your group will be up and running quickly.
9. Everyone will be using a consistent methodology.
10. Everyone’s materials can follow a similar format, for a more consistent look.
11. Your staff will gain a commitment to developing quality training for their internal clients and customers.
12. You’ll be sure to develop training right the first time, saving time and frustration.
13. Later, new hires can be trained quickly and conveniently through our public offerings.
14. Your group will meet business problems and opportunities, and focus their training on business needs.

DSA Certification:

Become A Certified Instructional Designer Through DSA

Requirements:

Attend and pass a criterion-referenced test on this workshop and one of the following workshops to attain DSA certification:

- The Course Developer Workshop
- The Criterion-Referenced Testing Workshop
- The E-Learning Design Workshop

Graduate Level Credit:

Graduate-level college credit is also offered through California State University Chico by fulfilling the above requirements.

Please call or e-mail
Jane Sink for details at 831-649-8384 or jane@dsink.com.
www.dsink.com

The **INSTRUCTIONAL DEVELOPER** Workshop



What will you learn in The Instructional Developer Workshop?

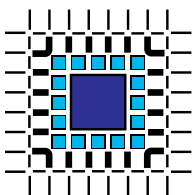
After the workshop, you will be able to:

- Match your training outcomes – and course goals – to a specific business problem or opportunity
- Work more effectively with your subject matter experts
- Monitor and evaluate the progress of development projects
- Create valid & reliable objectives and matching assessment items
- Incorporate a wide variety of methods, including case-scenarios, roleplaying, and using instructional games
- Map your development strategy with metrics, blueprints, and a concise design document



Workshop benefits to you include:

- A 300+ page binder that includes all strategies, methodologies, job aids, and activities presented in the workshop
- The opportunity to immediately implement your new skills to a project that you bring to the workshop
- The competitive advantage of incorporating several types of evaluation into your training initiative, including return on investment
- An opportunity to work in a small-class setting with one of DSA's expert and award-winning presenters
- A skill set of methodologies, tools, techniques, and tips to apply the instructional design process to all instructional methods, including e-Learning, instructor-led or self-instruction
- Over 100 job aids that will help you transfer what you learned in the workshop to your job
- Learn to avoid unnecessary time reinventing the wheel by identifying how to modify existing materials
- Gain the knowledge, skills, and confidence you need today to design or redesign training programs!



In 20 years of professional courses, I have never given all 'A's. One of the best – if not the best – professional courses I have attended. Lots of concrete, practical information.

*~ Pat O'Neill
Ameritech*

Workshop Topics



Needs Analysis

Subject Matter Expert Analysis

Learner Analysis

Context Analysis

Task Analysis

Constructing Criterion Items

Design Documents

*Developing and Selecting Learning
Activities and Materials*

Leader/Administration Guides

Expert Appraisal

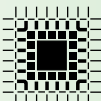
Developmental Testing

Final Production

Levels of Evaluation

**See detailed
topic description and
DSA Expert Presenters at**

www.dsink.com/workshops.html



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One Cielo Vista Place
Monterey, CA 93940

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***DSA is ISPI's 2007 Winner
Award of Excellence***

**International Society of
Performance Improvement**

**“Outstanding Human
Performance Intervention 2007”**



Registration & Contact Information

Register online at www.dsink.com
by VoiceMail 800-650-7465 (SINK)
by Fax (831) 649-3914
or live at 831-649-8384
DSA's mailing address is:

One Cielo Vista Place, Monterey, CA 93940.

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