

# CONFERENCE INFORMATION

— 27<sup>th</sup> Annual —  
Creative Training Techniques® Conference

# TRAINING ENERGIZED

VIRTUAL CONFERENCE

**PRE-CONFERENCE**  
SEPT 27-28, 2021



**CONFERENCE**  
SEPT 29-OCT 1, 2021

September 2021

Dear CTT Conference Learner,

Are you ready to ditch lecture and make personal discovery and interaction your go-to style?

Each session at the 27th Annual Creative Training Techniques® Conference models a participant-centered approach you can use immediately. You'll experience methods to increase retention 90% and cut prep and delivery time 25%. This is the most effective way to train, it's the most fun for the participant, and it's the easiest for the trainer!

Since most of us experienced 99% of our education through lecture and books, most are missing a roadmap to create exciting participant-centered training sessions. That all changes here.

Whether your training focus is online or face-to-face this season, get ready to discover creative insights that will make your programs participant-centered. Your universal password gives you access to any live session and a fillable, printable handouts for every session you attend during the conference.

For the first time in 27 years, we'll see you online at CTT 2021!

Creatively,



Becky Pluth  
CEO

# INSTRUCTIONS TO ACCESS THE 27<sup>th</sup> ANNUAL CREATIVE TRAINING TECHNIQUES® CONFERENCE

## Conference Platform

All sessions will use Zoom Meetings. Update Zoom App to the newest version to join the event!  
[https://zoom.us/download#client\\_4meeting](https://zoom.us/download#client_4meeting)

## Plan Your Path

The Conference is hosted on the Conference website: **ctt.bobpikegroup.com**. Select the Schedule tab at the top to view all sessions. Click the "+" sign to read session descriptions and reveal the join link and downloadable/fillable PDF handout for each session you'll attend live.

## General Questions?

**Check out FAQ's, chat with us online, or call 800-BOB-PIKE.**

## How To Prepare Before the Conference Begins

All sessions are designed to be participant-centered with lots of interactivity. To get the most out of your session, follow these recommendations:

1. Join using the Zoom application on your PC/Mac rather than via a browser. You will have access to the full features and functionality of Zoom Meetings using the application.
2. Use a podcasting mic or headset with mic. This offers superior quality audio versus your built-in computer mic.
3. Turn on your webcam! This is your opportunity to shine, engage and ask questions. Check your lighting, background and camera position for the best experience.
4. Each session will use the full features of Zoom – chat, raise hand, annotation tools, reactions, white board, polls, breakout rooms.
5. We may even use phone apps for interactivity, so grab your cell phone, or be ready to open a browser window on your computer to join the fun.

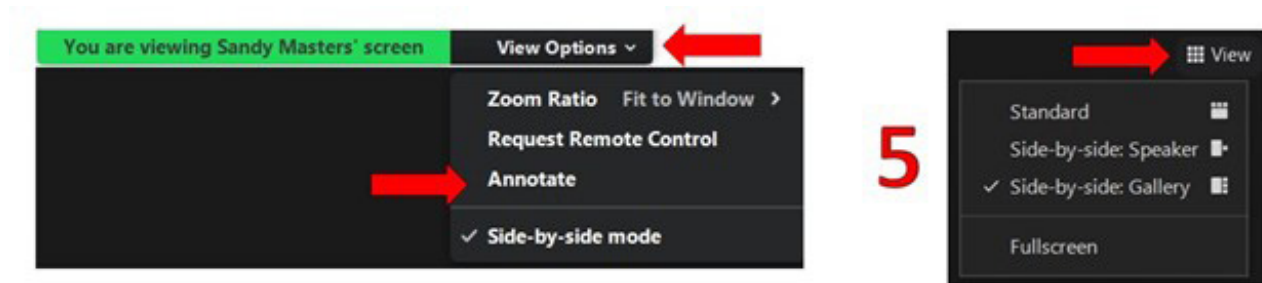
**Please log in to the sessions you choose 15 minutes prior to the start time. All times listed are CDT.**

## Troubleshooting

1. Poor audio/video – try connecting directly to your modem. Poor internet connection (wireless network) is the most common cause of poor audio/video. Try logging out of a company VPN, this can also cause issues.
2. No audio – check audio settings (arrow next to mic icon in menu bar) and choose device you will use for audio.
3. Need help – send a private chat to the producer who will be ready to assist.

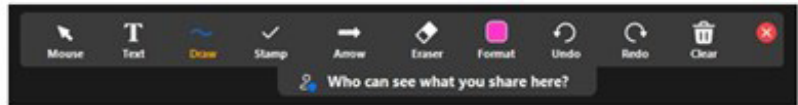


## Familiarize yourself with the participant menu bar options:

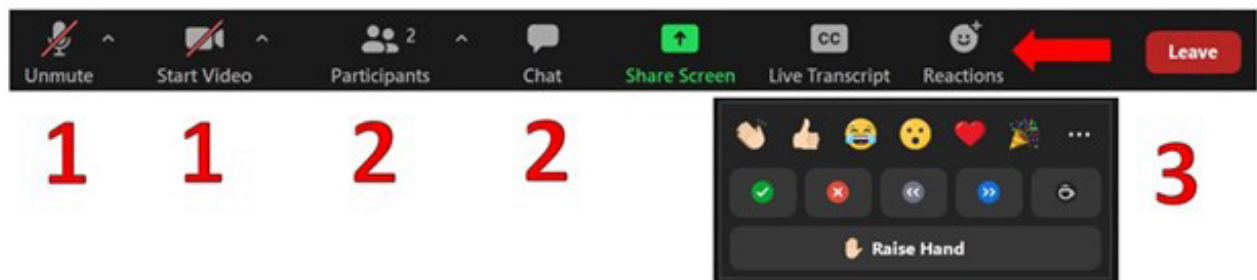


Just for fun click on up arrow next to video and then click on video settings, then click on virtual background, upload a photo or video

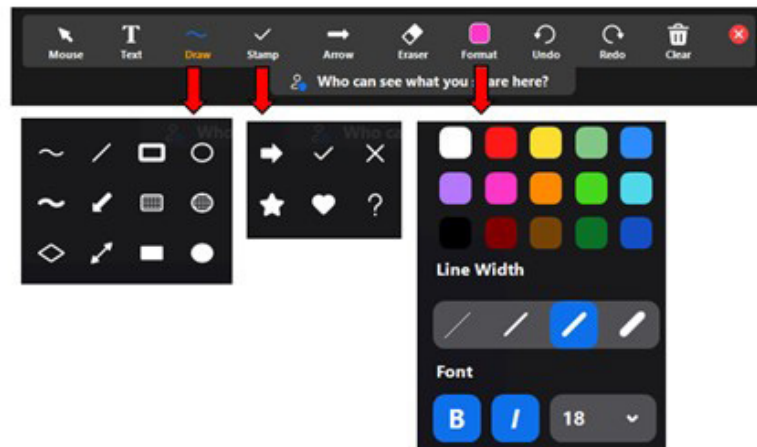
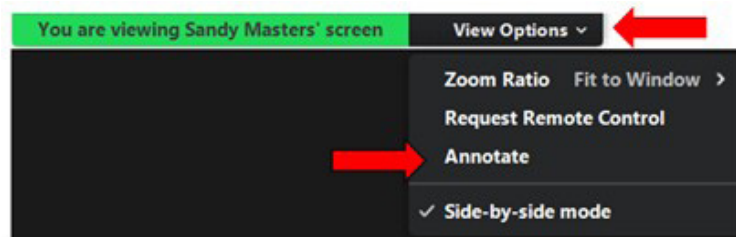
4



1. Unmute/mute and start video (webcam) controls on bottom
2. Click on Chat to open panel; Click on participants to open panel
3. Click on Reactions to access the nonverbal icons
4. Annotation toolbar under view options on top
5. Click on Speaker view/or gallery view (you control your view)



## Annotation options:



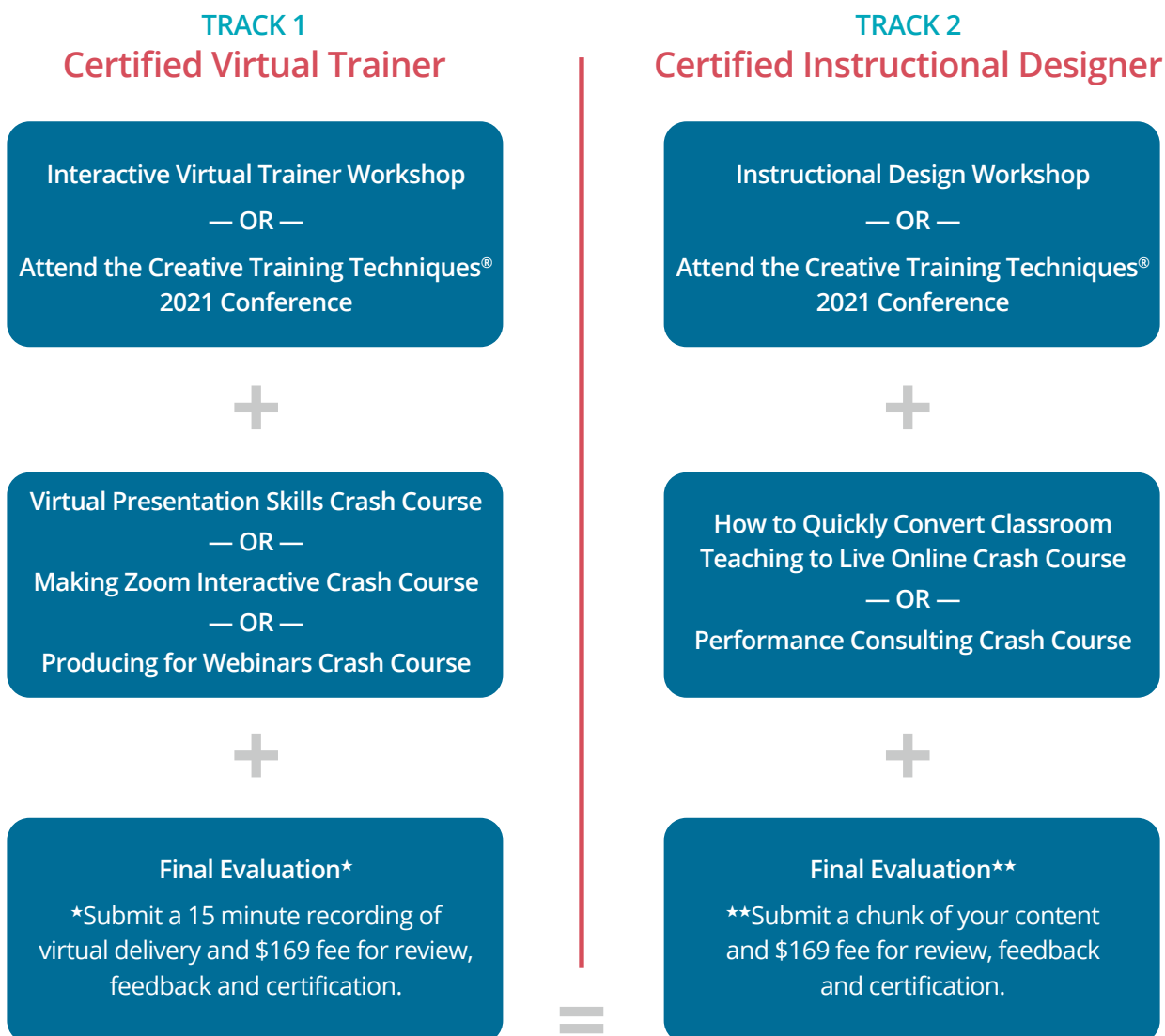
## 2 Easy Ways to Earn your Professional Certification:

We're pleased to offer new certification tracks to allow professionals like you the opportunity to earn your Professional Trainer Certification in virtual training or training design.

### Virtual Certification Benefits:

- > Demonstrate your commitment to virtual training excellence
- > Develop new skills to enhance professional growth
- > Open doors with a new credential on your resume
- > Receive a certificate to proudly display your achievement

### Earn Your Virtual Trainer Certification *Pick Your Track*



# CONFERENCE AT A GLANCE



## PRE-CONFERENCE

Monday September 27, 2021		Tuesday September 28, 2021		Wednesday September 29, 2021		
9 am to 12 pm	1 pm to 4 pm	9 am to 12 pm	1 pm to 4 pm	9 am - 10:30 am	11 am - 12 pm	1 pm to 2 pm
Producing for Webinars Crash Course	Virtual Presentation Skills Crash Course	Making Zoom Interactive Crash Course	Performance Consulting Crash Course	Welcome / Opening	7 Worst Mistakes in Virtual Learning, & What to Try Instead	It's a Keeper! Creating Handouts That Don't End Up in the Circular File
How To Quickly Convert Classroom Teaching to Live Online Crash Course		Performance Consulting Crash Course			May I Introduce Myself?	5 Simple Rules to Become an Explanation Expert
Virtual Presentation Skills Crash Course					Mind-Mapping for Training Design	Energizers That Keep Your Class Going, and Going...
					S.T.O.P in the Name of Learning	Mastering Learning Objectives

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CONFERENCE

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Thursday September 30, 2021			Friday October 1, 2021			
9 am - 10 am	11 am - 12 pm	1 pm to 2 pm	9 am - 10 am	11 am - 12 pm	1 pm to 2 pm	2:30 pm to 3:30 pm
Turn Classroom Content into Microlearning-QUICK!	7 Learning Activities You Can Use Online Right Away	12 Killer Presentation Tactics for Talent Development	Your Checklist for Kick Ass Virtual Training	3 Apps to Make Polling Questions Fun	Dealing With Difficult Webinar Behaviors	Closing Giveaway Bonanza
Putting L.I.F.E. Back into Your e-Learning	4 Steps to Design Success	Creating More Powerful Slide Presentations	Design Fast Using Storyboard	9 Tips to Keep 'em Coming Back for More Virtual Training	There is no "I" in Team	
What's All the Buzz: Asynchronous Learning	Making Meetings Work	Zip It Up and Drive into a Coach Approach™	Coaching for Training Results	5 Simple Rules to Become an Explanation Expert	Gamify and Boost Your Training KPIs	
Slide into Games: Repurpose Old Powerpoints into Engagement Machines	The Trainer's Playbook	Keep Going! Strategies to Make Training Stick	Avoid the Ho-Hums: Creative Ways to Revisit Content & Energize Your Learners	Notecards to Spreadsheets: Tools, Tech, Tricks for Managing Participant-Centered Training	How to Present with Pizazz Online	

# FAQS

## QUESTIONS ABOUT SESSIONS

### Will the sessions be recorded and distributed?

No, the sessions will not be recorded. Your universal password gives you access to any live sessions and fillable, printable handouts to sessions you attend during the conference.

### How early should I log in to each session?

Producers will be live 15 minutes prior to each session to welcome you, assist with handouts, and troubleshoot. We recommend you log in 15 minutes before the session start time because every session will begin on time.

**All session times listed are CDT.**

### Where do I find the conference schedule?

View the Conference schedule at a glance on pages 6–7.

### What do I do in between sessions?

Enjoy the intentional hour break between each session to take care of personal needs, grab a snack, refill your drink, and clear your mind. These breaks also allow you time to make notes on your handouts, create action plans, and visit online with the trainer/producer for lingering questions after sessions.

### Where do I find the conference descriptions?

View the Conference session descriptions on pages 9–11.

### May I access handouts online?

Yes. Every session includes a PDF fillable, printable handout available as soon as you log in to the session.

### What if I want to attend two sessions at the same time?

So many interesting topics, it can be difficult to choose! Consider splitting apart from a colleague and trading notes afterwards.

### Is there an attendance cap for each session?

No. Our platform is capable of hosting as many participants as necessary. Some session may have less than 50 people, others may have several hundred depending on popularity of the topic. You'll see how groups of any size can be participant-centered.

## QUESTIONS ABOUT TECHNOLOGY

### Where and how do I login?

Please see login directions on page 3–4. The Conference website, **ctt.bobpikegroup.com** is the hosting site for this conference. Your universal password will give you access to any live session. You can find the session titles, descriptions, and links under the Schedule tab.

### How do I troubleshoot?

Please test your equipment the day before the conference begins. Test for sound, microphone, camera—these are each essential tools you'll need for the Conference. Test your internet connection—hardwire is more reliable than wireless. If you run into trouble during a live session, the producer is available to assist via the chat feature on Zoom.

### Do I need to turn my camera on during sessions?

Every session will be interactive. At times, the trainers may request you turn on cameras. Other times, they may request you turn off cameras if there is a bandwidth issue.

## QUESTIONS ABOUT CERTIFICATION

### Is it too late to register for certification?

Please contact Cindy (csheffield@bobpikegroup.com or 800-BOB-PIKE) to add certification to your Conference experience.

### What is required for certification?

See page 5 to learn more about Certification tracks and requirements. When you bundle a 3-hour Crash Course with your Conference experience, you can earn professional certification as a Trainer, Virtual Trainer or Instructional Designer in less than one week.



# CONFERENCE SCHEDULE

## Wednesday, September 29, 2021

### 9:00–10:30 AM (CDT) | WELCOME & KEYNOTE

**Welcome | Becky Pike Pluth**

#### **Opening Keynote: Permission to Play | Jason Ash**

As children we embraced the joy of exploration, the wonder of discovery and the excitement of creativity through play. But as adults, we sometimes lose our way, which is why we need to give our learners and ourselves permission to play. In this opening session we will explore why it is important to play, how we can influence play around us and finally set a plan to introduce the concept of play into our regular practice.

### 11:00 A.M. – 12:00 P.M. (CDT)

#### **7 Worst Mistakes in Virtual Learning, and What to Try Instead | Becky Pike Pluth**

If you think finding a needle in a haystack is difficult, try finding an e-learning program that holds people's attention and affects behavior change. We know too much lecture is a no-no, yet most live-online learning programs are lecture-heavy and interactive-light. Explore the 7 worst mistakes that make virtual learning drag, and what to try instead. You'll experience easy fixes you can apply to your own content—tips to make your job easier and training better.

#### **May I Introduce Myself? | Kim Zerby**

Let's be honest, long boring introductions are a missed opportunity in training. By the time everyone goes around the room, nobody is listening and precious time is gone! Harnesses those critical moments at the beginning of training with openers that reduce tension and set your training on the right course from the very beginning!

#### **Mind-Mapping for Training Design | Amy Saville**

Mind-mapping is a visual brainstorming technique you can use to tap into the power of the brain, look at a subject in its entirety and organize around key learning objectives. It's a tool that helps linear and lateral thinkers expand their sightlines beyond what comes naturally. Learn to mind-map and you'll energize your training design and delivery!

#### **S.T.O.P. in the Name of Learning | Marc Ratcliffe**

Discover how to attract and maintain attention so your participants will be ready for the important messages that come from training. This session will explore the importance of taking time to pause and reflect during training and the S.T.O.P. formula of Story Telling, Object lessons and Props. Marc will show you how to construct and frame stories that enable greater impact of a message; demonstrate how to run an object lesson that speaks to content; and model how props can be used to support reinforcement in and out of the classroom.

### 1:00– 2:00 P.M. (CDT)

#### **It's a Keeper! | Amy Saville**

One of the most frequent comments we get from BPG clients of 10 or even 20 years ago: "I still have my handouts!" In this session, you'll learn how to create handouts that add value to your session and can serve as a resource long after your training is done.

#### **5 Simple Rules to Become an Explanation Expert**

**Katie Phelps**

Simplification is a powerful tool across many aspects of your professional career. At the end of this session, you will be able to improve communication in your personal and professional life; efficiently deliver information to colleagues and associates; and better understand any complex topic through the use of simplification. In this working session, you'll also create your own explainer video using free technology by simpleshow.

#### **Energizers that Keep your Class Going, and Going...**

**Collin Carroll**

Energy—the underlying power of the entertainment industry—is critical to your learning environment. Not enough energy from the group and you'll quickly exhaust yourself. Too much from the group and your class risks going off the rails. In this session, you will discover the benefits of physical and mental energizers and how to incorporate them seamlessly into your training.

#### **Mastering Learning Objectives | Kim Zerby**

In the absence of standing ovations, it can be difficult to know if training is a success. Writing strong objectives will help you gauge if the right learning has taken place. Discover why it's best to avoid words like understand, learn, and know. Revisit the ABCD's of writing learning objectives. Examine a list of action verbs and activities to guide your writing, and diagram your own objectives to ensure behaviors are met.

## Thursday, September 30, 2021

### 9:00– 10:00 A.M. (CDT)

#### **Turn Classroom Content Into Microlearning—QUICK! Kim Zerby**

Transitioning content from classroom and elearning modules into bite-sized microlearning isn't as difficult as it sounds. The biggest challenge is finding a simple, repeatable process that ensures learning sticks or even improves. In this session, you'll discuss how to drill down to what learners need to know, keep it quick, and delivery it in a nice red bow! Acquire a template to transform existing content into micro lessons; discover 3 tips to successfully move elearning to microlearning; explore 8 new ways to make microlearning engaging.

#### **Putting L.I.F.E. Back into Your e-Learning | Marc Ratcliffe**

Breathe life back into your e-learning. Centered around the acronym L.I.F.E., the session will: explore methods to engage (L) earning with unique approaches to build learner confidence, create participation and generate fun; highlight key (I)nstructional design principles and pitfalls to consider when designing an e-learning pathway; discuss how to integrate (F)eedback to create critical opportunities to support, guide and encourage e-learners; and identify methods of (E)valuation to check how things are going and create a conduit for growth.

# CONFERENCE SCHEDULE

Thursday, September 30, 2021

9:00– 10:00 A.M. (CDT)

**What's All the Buzz: Asynchronous Learning**  
Lori Haskins-Crook

Have you been in meetings and the term asynchronous learning keeps getting thrown around? Did you need to do a quick search to follow the conversation because you felt too self-conscious to ask questions and appear uninformed? In this session you will get a base understanding of what all the buzz is about and discover when to use asynchronous content and a creative way to measure if it's working.

**Slide into Games: Repurpose Old PowerPoints, into Engagement Machines | John Aurentz**

Reimagine your PowerPoint lectures into, a fun, feedback-infused game, that creates teachable moments.

11:00 A.M.– 12:00 P.M. (CDT)

**7 Learning Activities You Can Use Online Right Away**  
Becky Pike Pluth

Struggling to convert classroom activities into online interactions? Becky will show you seven of her favorites you can repurpose around your content. Interaction puts learners in a good mood, gets them prepared to learn, and gives your sessions a shot in the arm. In this session you will add a bit of magic to your online training, participate in buzz groups, scrambles, human line-up and even a maze—all virtually, and experience adapting classroom activities for online delivery.

**4 Steps to Design Success | Amy Saville**

Getting the results you want out of training requires a strong foundation. Instructional Design is the process used to create that foundation and ensure your participants receive the learning experience they need to achieve their goals. This session will introduce you to the 4-step instructional design process and elements that make each step powerful. You will also acquire a method to develop participant-centered training, and learn to recognize the importance of following a process to improve your training every time you offer it.

**Making Meetings Work | Rich Meiss**

Non-productive meetings cost organizations untold thousands of hours. Strong facilitators consider what types of meetings matter, how often to meet, and who should attend. In this session, discover 10 deadly sins of meetings and how to avoid them. Walk away with a checklist of what to do before, during and after a meeting to make it highly productive and even refreshing!

**The Trainer's Play Book | Jason Ash**

Looking to hit a home run with engaging activities? Sick of missing the shot to create impactful learning? Hoping to score goals with your participants? Using sports metaphors and sports-themed activities, this session focuses on the important roles that preparation, warm-up, warm-down, and peak performance play in sports and relates these lessons to the learning context.

1:00–2:00 P.M. (CDT)

**12 Killer Presentation Tactics for Talent Development**  
Becky Pike Pluth

A recent study by Deloitte reveals the number one trend in organizations is changing the way people learn. Why is learning trending on top? Because 86% of respondents ranked it ahead of teamwork, leadership, and talent mobility! What are you doing to change the way people learn inside your organization? This session will explore how to harness presentation techniques to increase engagement and upskill talent.

**Creating More Powerful Slide Presentations**  
Marc Ratcliffe

Delivering an effective and powerful presentation is critical in supporting learning messages and maintaining the attention of the audience. To avoid slideshow overkill, presenters need to evaluate how to get the most from their slides and create the best impact from their slide presentations. This session will provide seven principles that can be used to create more powerful slideshow-based presentations (e.g. PowerPoint, Keynote, Haiku Deck) and deliver a better learning experience for participants.

**Zip It Up and Dive Into a Coach Approach™**  
Hélène Thériault

Are you ready to Zip It Up and dive into a coach approach to engage your team? During this session you will explore research-based best practices that empower others through intentional coaching; practice using two effective coaching tools; and leave with a workbook a tool to customize to your content. Join Hélène's for an interactive, informative session that will provide you with helpful strategies to implement immediately in your training world!

**Keep Going! Strategies to Make Training Stick**  
Amy Saville

What happens after the training? How do you ensure participants use their new skills and knowledge on the job? Organizational change is a challenge, but there are proven strategies that can ensure the investment you make in training pays off. Explore a proven 6-step process you can use to drive positive change that gets results long after training. You'll learn how to enlist the right people to guide change, identify motivation for change and build on it, and engineer short-term wins and rewards that motivate your team to keep going!

Friday, October 1, 2021

9:00– 10:00 A.M. (CDT)

**Your Checklist for Kick Ass Virtual Training**  
Collin Carroll

Ever wonder How am I doing? Don't wait for the evals or boss to tell you something's wrong. Instead, join Erin for a fast-paced hour focused on a diagnostic you can use to assess your virtual training programs. You will examine 4 vital signs of participant-centered webinars; explore 6 ideas you can use to put people in charge of their online learning; and discover the biggest threats to engagement and retention in a virtual classroom.

# CONFERENCE SCHEDULE

Friday, October 1, 2021

9:00–10:00 A.M. (CDT)

## Design Fast Using Storyboard | Amy Saville

Never seem to have enough time to devote to training design? Does instructional design ever intimidate or overwhelm you? In this session you will explore a method of design that will help you quickly align content and activities to the behaviors necessary to reach your business goals.

## Coaching for Training Results | Rich Meiss

Ever wonder why The Bob Pike Group surveys participants about their managers' involvement in every program? Research tells us the manager's involvement as coach before and after training almost doubles the chance of training pulling through to the job. This session will focus on what managers can do to prepare their teams ahead of each training and how they can reinforce the learning after each class. You'll leave with practical steps you can take to involve managers as coaches.

## Avoid the Ho-Hums: Creative Ways to Revisit Content and Energize Your Learners | Lori Haskins-Crook

Revisiting content is a powerful way to supercharge retention through spacing and repetition. Discover Creative Training Techniques® that will help your learners remember more of what you cover in class. Experience ideas you can R&D (ripoff and duplicate) back in your training setting to avoid end-of-day boredom and cement important concepts into learners' minds.

11:00 A.M.–12:00 P.M. (CDT)

## 3 Apps to Make Polling Questions Fun | Becky Pike Pluth

There's an app for that! Are you adding variety to your training with apps like Turning Technologies, Vevox and UMU? There are so many free add-ons you can use to effectively poll, assess and expertly handle Q & A during online training. Becky will share a few of her favorite tools she uses to make sure communication is a 2-way street on every webinar. In this session, you'll experience 3 unique apps that will enhance your training, explore methods to poll, assess and expertly handle questions during live webinars; and discover how you can harness technology without burning stomach acid.

## 9 Tips to Keep 'em Coming Back for More Virtual Training | Kim Zerby

Fries with that? Why not, it's only a dollar! McDonald's dollar menu keeps customers coming back because the exchange in value is attractive. Virtual training should be the same—the value of the content/experience needs to match the value of the participants' precious time and pain points. Discover how to make your webinars capture attention from the moment learners login, and keep their attention the whole way through. You'll do that sustainably by creating so much value learners can't resist! During this session, partake in 5 irresistible webinar engagement methods; experience 4 techniques that get learners hooked and coming back.

## 5 Simple Rules to Become an Explanation Expert

(Repeat Session) | Katie Phelps

Simplification is a powerful tool across many aspects of your professional career. At the end of this session, you will be able to improve communication in your personal and professional life; efficiently deliver information to colleagues and associates; and better understand any complex topic through the use of simplification. In this working session, you'll also create your own explainer video using free technology by simpleshow.

## Notecards to Spreadsheets: Tools, Tech, Tricks for Managing Participant-Centered Training | Amy Saville

Ever wonder what technology, apps, tools, and tricks The Bob Pike Group trainers use to keep tabs on all that participant-centered content? In this session, learn about Leader's Guides, "flow" spreadsheets, apps, and gear that will keep your content organized so you can concentrate on your participants. Share some of your own tips, too!

1:00–2:00 P.M. (CDT)

## Dealing with Difficult Webinar Behaviors | Kim Zerby

Are we there yet? Kids get restless and eventually stir trouble from the backseat on long road trips. In the same way, participants wonder "Are we done yet?" when they're kept to the "backseat" on webinars. But with the right techniques, you can harness your audience into the driver's seat for an exciting virtual training. In this session you'll identify difficult online training behaviors and specific strategies to minimize, redirect and cleverly overcome them without breaking a sweat.

## There is no "I" in Team | Jason Ash

All successful workforce teams have a common purpose, strong communication skills and a degree of mutual respect. This just doesn't happen by accident; it needs to be facilitated and learned. In this session, we will look at how Tuckman's Team development model influences team learning cultures; explore and participate in a range of activities designed to challenge and build teams; and select team-building activities to try back in your workplace.

## Gamify and Boost Your Training KPIs | Erin Patrick

Discover how adding gamification can enhance your engagement, and your bottom line, with training that creates an environment of fun with serious learning.

## How to Present with Pizazz Online | Collin Carroll

The pros make presenting look easy, but the reality is it involves hours of preparation and practice. Discover 25 tips for designing and delivering powerful virtual presentations. Borrow ideas from the best so you can confidently present to handfuls or hundreds every time. In this session, you'll discuss technical and non-techie hacks that will enhance your online delivery; explore the low hanging fruit that leads to virtual polish; discover ways to make your presentation fantastically memorable, and takeaway a checklist of what to do before, during and after each virtual session.

2:30–3:30 P.M. (CDT)

## Closing Giveaway Bonanza



# Nova Scotia Health

Sue Meagher, Consultant

**Nova Scotia Health is a provincial health authority. It is the largest employer in the province, with more than 23,000 employees, 2,500 physicians, and 7,000 volunteers working from 45 different facilities.**

## THE CHALLENGE

The Talent and Organizational Development Department at Nova Scotia Health is charged with delivering training across the organization. Before 2020, this training occurred face-to-face and required travel to remote areas across a large geographic area.

Two presenting challenges of a scattered workforce were lack of awareness around talent and development and cancellations due to low registration. Training consultant Sue Meagher turned to The Bob Pike Group for a repeatable process and structure for virtual training. Meagher adopted BPG techniques to convert classroom training to online, and the ripple effect created an increased appetite for training—and huge savings.

## OUR SOLUTION

After attending virtual trainings with The Bob Pike Group, Meagher invited her training colleagues to experience the difference of ILPC (instructor-led, participant-centered). Moving training to an online platform tore down barriers like travel and time away from the desk. Word spread about online training that was exciting—not the typical webinars where information is fed to participants. In Meagher's session, learners were actively involved in the discussion and taught to use the interactive features of Zoom.

## THE RESULTS

By revamping its training with BPG strategies, Nova Scotia Health has experienced a surge in training activity and nearly eliminated class cancellations. Removing the barrier of travel has decreased expenses by \$2 million and redirected 6,000 employee travel hours into productive work. The small but mighty training team is being recognized for their contributions and catching the interest of internal and external partners.

**"You have completely changed our world! With the skills and resources that your team have provided, we are now seen as leaders in education within our organizations ... almost VISIONARIES!"**

- Marg McClean, Consultant

**Cost  
Savings**

**\$2 MM**

**Employee Hours  
Redirected**

**6,000+**

**Attend Virtual  
Leadership Forums**

**35,000**



# Viking

Chris Ekanha, Training Manager, Air Operations

**Viking was founded in 1997 and provides destination-focused journeys on rivers, oceans and lakes around the world. The company currently operates a fleet of more than 70 vessels, state-of-the-art ships that have received numerous accolades since their launch from industry experts and travelers alike.**

## THE CHALLENGE

In 2020, the world-wide pandemic affected Viking more than almost any company on earth as they cancelled 100% of their business operations. They were forced to move employees to a home-based work model—something that had never been done with leadership or front-line workers. At the same time, Viking Air Operations was tasked with redesigning the organization to prepare teams for massive business changes.

Viking Air Operations introduced a revolutionary business model change that required rethinking the entire operations process, creating new roles, and deploying training remotely. How does a company go from shutdown mode to a full launch across continents? Training manager Chris Ekanha and his team designed re-onboarding programs for everyone—and ran training for four new workgroups simultaneously.

## OUR SOLUTION

Ekanha tackled the reorganization with the CORE framework for design he acquired at a Bob Pike Group certification course. He went beyond simply converting classroom content for virtual delivery—he and his team raced against the clock to improve the courses with interactive games, micro-learnings, job aids, and teach-backs. They also harnessed tools like UMU to evaluate the effectiveness of training.

## THE RESULTS

By making the new virtual training programs participant-centered, Ekanha and his team transformed meticulous technical training into highly effective virtual programs. Because employees are actively involved in their learning, failure rates decreased significantly, saving the company millions of dollars. The training programs helped create a *we're in this together mentality*, raising satisfaction scores by 20% and creating buy-in for change. Using a repeatable design process made it possible to create four distinct training tracks in the time it used to take to create one.

**"...participant-centered training has enabled Chris to establish a personal brand as a dynamic, smart change agent with infectious enthusiasm and passion for personal/professional development."**

- Troy Martin, Sr. Director Air Operations

**Bottom Line  
Impact**

**\$ 7-Figures**

**Increased Training  
Capability**

**4x**

**Satisfaction  
Rating**

**↑ 20%**



# Custom Training for Team Success



Interested in custom team training? Save time and money by bringing any workshop on location.

**Call 866-262-7453 to discuss your training goals with one of our consultants.**

*We'll help you identify the best workshop to suit your team's needs.*

# CONFERENCE PRESENTERS

## Becky Pike Pluth

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As CEO of The Bob Pike Group, Becky has more than 20 years of exposure to Creative Training Techniques®. She has helped clients including Target, Bose, Coca-Cola, FedEx and Wells Fargo realize cost savings and training efficiencies. Becky was named one of *Training Magazine's* Top 40 Under 40. She easily employs a participant-centered approach to classroom, virtual, and blended e-learning. Becky is the author of numerous professional development books and training materials including *Creative Training: A Train-the-Trainer Field Guide* and *Webinars with WOW Factor*.



## Jason Ash

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As a participant-centered facilitator, workshop creator, and dynamic trainer, Jason knows how to achieve results, whether it's communication, coaching, or management training, or a corporate environment specializing in sales. He was selected as MRWED's "Trainer of the Year" twice, named the "Best Young Trainer of the Year" in 2011, and listed as a 2012 up-and-coming training leader by *US Training Magazine*.



## John Aurentz

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John managed his own consulting group in Taipei, Taiwan for 8 years prior to joining C3 that focused on training companies to improve their HR processes, communications, marketing, and global relationships. Prior to that John worked in China managing sales and marketing teams, for a commercial real estate venture and worked on several political campaigns training campaign finance staff. His exceptionally unique background has helped him discover and bring creative approaches to communicate with a variety of different people in training and communications.



## Collin Carroll

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Unconventional. That's a good word to describe Collin. And his road to The Bob Pike Group. But along the way, he's studied under some of the most successful and participant-centered teachers in their fields. Before starting his career, Collin played football at Virginia Tech and earned a master's degree from Northwestern University's Medill School of Journalism. He has since served as a TV reporter, advertising copywriter, content marketer, youth pastor and conference trainer. Every stop in that journey has reinforced his passion for creating interactive content that helps people laugh, learn and succeed. Collin loves his six younger siblings, all things Irish, and '80s karaoke.



## Lori Haskins-Crook

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An accomplished sales and training leader with over 20 years of experience in the pharmaceutical industry, Lori's passion for "light bulb" moments in her attendees has been greatly influenced by her start as an educator only to be enhanced by the Instructor-Led Participant-Centered model. Lori develops innovative new programs/training capabilities as well as creates and implements training curricula for various customers. Whether conducting one-on-one training sessions or presenting on a national stage in front of thousands, her engaging interpersonal and facilitation skills motivate and inspire others to believe and achieve more than they thought they would or could.



## Rich Meiss

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Rich has been a participant-centered trainer with The Bob Pike Group and other Train-the-Trainer organizations for more than 25 years—teaching over 65,000 fellow trainers and leaders worldwide. At BPG, Rich facilitates Powerful Presentations, Effective Facilitation and Meeting Skills, and Coaching for Success workshops. A former executive at both Personal Dynamics Institute and Carlson Learning Company, Rich is author and co-author of five books including: *Coaching for Results* and *SCORE: Super Closers, Openers, Reviews and Energizers for Enhanced Results*.





## Erin Patrick

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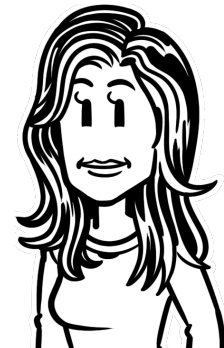
Erin brings 20 years' experience in corporate training, on boarding and business management from companies like Applebees, Perkins, American Family Insurance, and Topgolf. Today she is with C3 Softworks helping clients transform training with easy-to-use game builders for engaging content delivery. Erin is passionate about helping people find unique ways to improve their training programs.



## Katie Phelps

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Katie is the Director of Customer Success for simpleshow video maker, the market leader and only text to video communication tool on the market. Every day she helps clients explain, train and communicate complex topics through an intuitive, easy to use, do-it-yourself explainer engine. Katie's clients include The Bob Pike Group, BMW, Dell, World Bank, P&G, and Johnson & Johnson. She enjoys working collaboratively to help.



## Marc Ratcliffe

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With more than 25 years of experience in vocational education, Marc has delivered training to more than 10,000 students, conducted more than 300 certificate IV courses, and presented workshops in 12 countries. In addition to being selected to the 2009 list of "Top 10 Young Trainers of the Year" by US Training Magazine, Marc has received multiple outstanding leadership awards, including the coveted 2017 "Best Training and Development Leadership" Award at the World Training and Development Congress in Mumbai, India.



## Amy Saville

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For over 15 years, Amy has been helping organizations and individuals change for the better. At Rutgers University, she coordinates a system-wide culture change initiative for the New Jersey Juvenile Justice Commission, training professionals in best-practices and guiding teams to ensure new skills are put to use. As both a training consultant and a licensed clinical social worker, Amy combines her expertise in human behavior with the Creative Training Techniques of The Bob Pike Group to create dynamic, meaningful learning experiences for her participants that help professionals grow.



## Hélène Theriault

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A Professional Certified Coach (PCC), occupational therapist, and Clinical Instructor at the University of British Columbia, Hélène's seen the life-changing power of coaching help people reach their full potential. Her vision is that all professionals learn how to incorporate a Coach Approach into their workplace to amplify results. As the creator of a Coach Approach™ model, Hélène combines the best in coaching theory and adult education to make the transformative power of this approach accessible, practical, and actionable. Using a learner-centered approach, Hélène's presentations are highly engaging, infused with fun and relevant activities, and designed with an eye to making the information stick.



## Kim Zerby

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A licensed teacher for a decade before becoming a training consultant, Kim has a depth of experience practicing educational methodologies to design and deliver successful training. Kim understands learning modalities and incorporate them in the Instructor-Led, Participant-Center model for classroom and virtual trainings. Kim's ability to combine business acumen with the knowledge and skills to increase performance makes her a trusted partner in training. She brings a high energy, creative approach to programs in a way that motivates participants to leverage new skills.



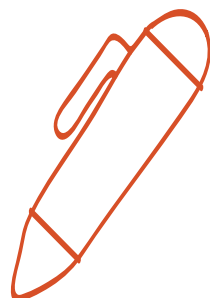
# Notes

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# Notes

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# Instructional Design Services



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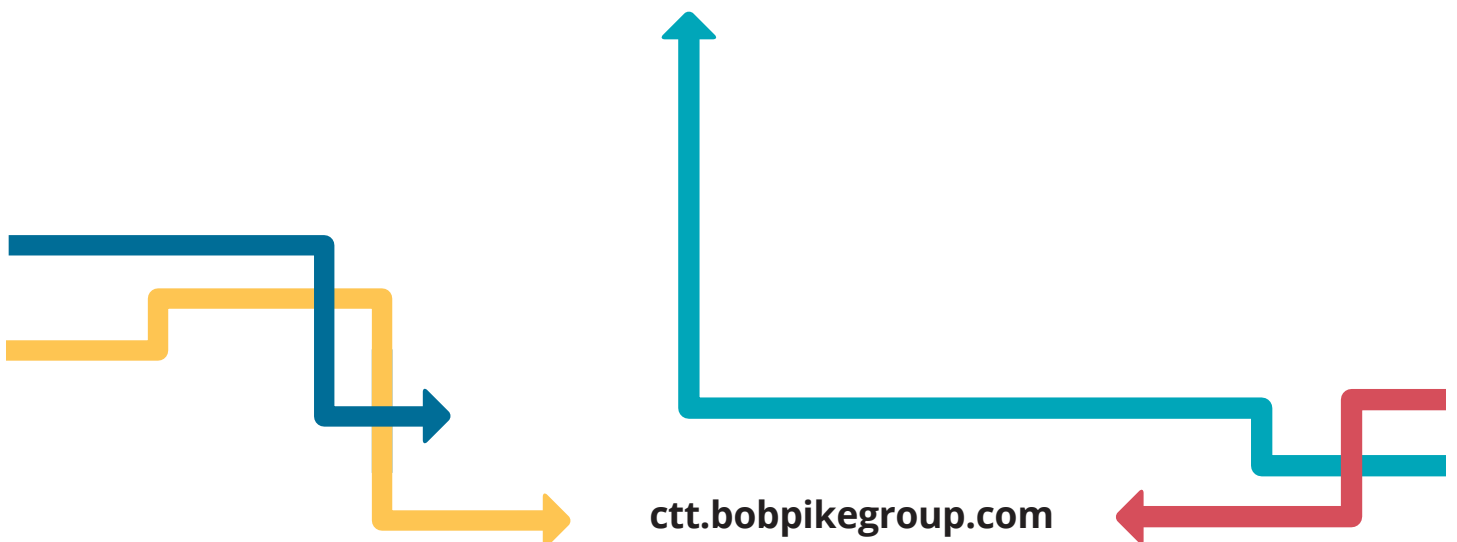


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