



THE
BOB PIKE GROUP

Engineer Curiosity



Training for Teams & Individuals

2022 CATALOG



**SAVE
\$200!**

Early Bird ends
June 30th

28th Annual
Creative Training Techniques® Conference

TRAINING MIXER

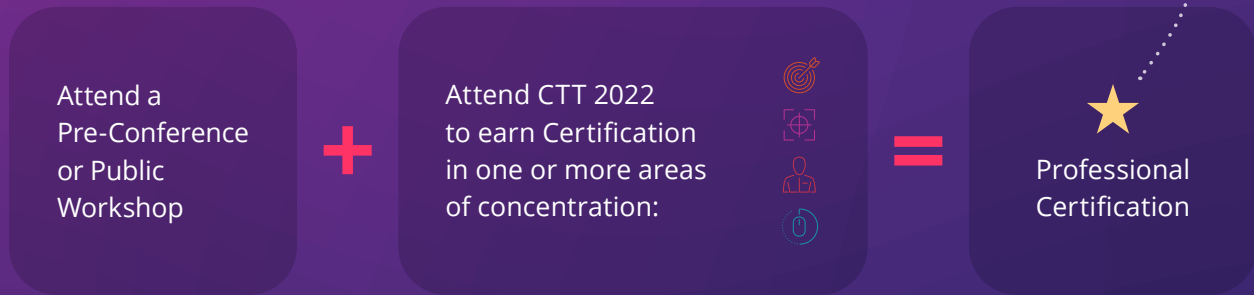
MINNEAPOLIS



Pre-Conference
Sept. 25–27, 2022

Conference
Sept. 28–30, 2022

Earn Your Creative Training Techniques® Certification In Two Easy Steps:



Steps may be completed in any order. Your Creative Training Techniques® Certification is designed to be customized to help you meet your professional goals.



Delivery

Train-the-Trainer
Boot Camp



Design

Instructional
Design
OR
Microlearning



Facilitation

Performance
Consulting
OR
Presentation Skills



Online

Microlearning

The 2022 Creative Training Techniques® Conference Offers:



New ideas to develop exceptional trainers and world class programs



Strategies to transform content into microlearning modules



Tactics to harness the power of digital learning with webinars and social media



Tools to present with polish and poise



Four distinct certification tracks



Methods to measure the ROI of training



Learning teams with built-in structure for networking and personal access to the facilitators



Access to 1:1 ask-the-expert consulting sessions with master trainers and Chief Training Officer Becky Pike Pluth

Train-the-Trainer Boot Camp— Online or Face-to-Face

Online Edition | Three, 3-Hour Sessions | \$1,595 | **\$1,395 Early Bird Pricing**

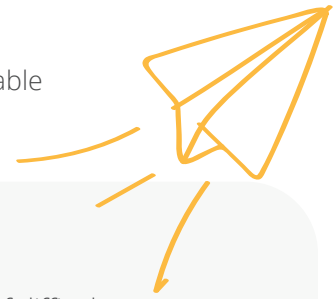
Face-to-Face | Three Days | \$1,895 | **\$1,695 Early Bird Pricing**

Return to F2F Training with a Participant-Centered Approach!

Train-the-Trainer Boot Camp is the cornerstone of our innovative instructor-led, participant-centered methodology. In this three-day training transformation, you'll be introduced to the Creative Training Techniques® that thousands of trainers all over the world have used to increase learning retention by **90%** and on-the-job transfer by **75%**.

Every aspect of Boot Camp is designed for one purpose:

To help you deliver results in your classroom training. Prepare actionable strategies now for the return to F2F classroom training!



During This Workshop, You Will:

- Learn 20 step-by-step strategies for audience engagement
- Review 5 FUNdamental principles of participant-centered learning
- Discover C.O.R.E. elements of content development
- Discuss the E.A.T. model for structuring content
- Address 7 types of difficult participants and how to handle them
- Master the 90-20-10 rule for “chunking” content to boost retention
- Learn how to apply participant-centered techniques to any content and any size audience

The Face-to-Face Train-the-Trainer Boot Camp experience includes time to practice the application of Creative Training Techniques® and receive real-time feedback from a training expert.

→ bobpikegroup.com/train-the-trainer-boot-camp

TIP: Boot Camp caters to your return to classroom training. Check out the **Interactive Virtual Trainer Workshop** on page 5 if your focus is online training.

Interactive Virtual Trainer

Three, 3-Hour Sessions | \$1,595 | *\$1,395 Early Bird Pricing*

Experience how virtual training can be just as engaging and effective as classroom training when it's participant-centered.

Learn how to engage your webinar audience right from the start. You only have four minutes to hold your audience's attention during a webinar. After that, minds start to drift and attention fades.

In this live online workshop (three, 3-hour sessions), you'll explore the practical application of Creative Training Techniques® in webinar design and delivery.



During This Workshop, You Will:

- Draft a webinar plan using C.O.R.E. elements to maximize engagement
- Effectively use polling, games and chat tools
- Discover 58 ways to add variety to your virtual training
- Practice strategies for asking and answering questions on live webinars
- Create handouts, PowerPoint presentations, planning templates, and online evaluations
- Apply participant-centered methodology to your virtual training
- Compose action-oriented learning objectives around your content

Explore how to apply Creative Training Techniques® to your virtual training program by signing up for an upcoming Interactive Virtual Trainer workshop now!

→ bobpikegroup.com/interactive-virtual-trainer

TIP: Whether training tens or thousands, well designed webinars use a producer every time. Check out the Producing for Webinars Crash Course. bobpikegroup.com/producing-crash-course

Instructional Design— Online or Face-to-Face

Online Edition | Four, 3-Hour Sessions | \$1,895 | **\$1,695 Early Bird Pricing**

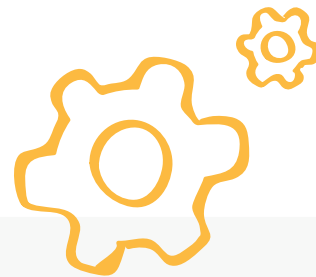
Face-to-Face | Three Days | \$1,895 | **\$1,695 Early Bird Pricing**

Experience for yourself how instructor-led, participant-centered Creative Training Techniques® can transform training outcomes.

Discover a 4-step process for creating training programs that engage learners, accelerate the learning process, and deliver results—every time. Using a repeatable formula, you will be able to reduce training time by **25-50%** and cut prep time in half.

The 4-Step Instructional Design Process:

1. Identify your goals for training. What will success look like?
2. Generate results-driven training objectives.
3. Design and develop engaging training materials.
4. Measure and evaluate training results.



During This Workshop, You Will:

- Discover types of needs assessments to guide content
- Learn to write specific, measurable training objectives
- Insert C.O.R.E. elements into your own content
- Harness the social component of learning
- Design for classroom or online
- Use storyboarding to brainstorm and organize ideas
- Apply the 90-20-10 rule to course development
- Create effective job aides and leader guides

Start creating training that engages your learners while reducing training time. Save your spot now for an upcoming Instructional Design workshop.

→ bobbikegroup.com/instructional-design

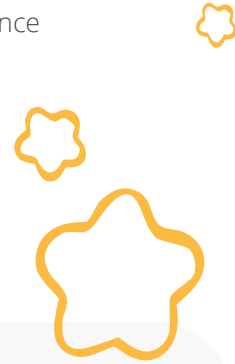
Presentation Skills

Two Days | \$1,595 | *\$1,395 Early Bird Pricing*

Become an affective and effective speaker who makes it look easy.

In the safety of a small group, you'll practice and receive feedback with the guidance of a Creative Training expert. In two days, you'll refine your own content into an engaging presentation you can deliver with poise back on the job.

This workshop is for trainers, subject matter experts, managers, and people who speak to groups occasionally or as a regular part of their jobs.



During This Workshop, You Will:

- Open strong and engage attention right away
- Structure your message around your audience's needs
- Establish credibility and authority, even with higher ups
- Better manage any size, age or level of audience
- Transform from subject matter expert to confident speaker
- Master methods to control nerves and present with polish
- Anchor your close and tie it all together

Discover how to structure your message, establish credibility, and manage groups, so your next presentation looks easy! Sign up for a Presentation Skills Workshop today.

→ bobpikegroup.com/presentation-skills

TIP: Do you present virtually these days? Check out the Virtual Presentation Skills Crash Course. See page 13 for details.

Microlearning

Online Edition | Two, 3-Hour Sessions | \$1,195 | *\$995 Early Bird Pricing*

Face-to-Face | Two Days | \$1,195 | *\$995 Early Bird Pricing*

The average microlearning takes 13 minutes to complete, but most users quit less than halfway through!

Discover practical ways to deliver content in smaller, specific bursts for “just enough, just in time” segments. Experience how fun and easy microlearning can be, and learn a repeatable process to create your own microlearning videos, self-paced e-learning, and visual tools.

This workshop is a creative lab experience—bring an existing program or new content, and leave with your first microlearning units 100% ready to launch. Explore platforms and tools like Raptivity and UMU and discover ways to integrate microlearning in online and live training.

During This Workshop, You Will:

- Determine when smaller is the right approach
- Discover the 8-step microlearning design process
- Tap into the brain science of spacing to improve retention
- Practice a variety of methods for chunking content
- Develop takeaway templates for immediate use
- Use voiceover PowerPoint technology
- Choose design strategies that best fit your objectives
- Integrate surveys, quizzes, and mini games into microlessons
- Learn how to make articles interactive for better retention
- Create your own microlearning units with expert guidance and feedback

Learn more on how to create your own microlearning videos, visual tools, self-paced e-learning ... and much more! Sign up for an upcoming Microlearning session today.

→ bobbikegroup.com/microlearning

Custom Team Training Anytime, Anywhere

Bring any program from The Bob Pike Group in-house and upskill your L&D team together for a customized, cost-savings experience.

Team training is perfect if you want to:

- Train as a team - adopt a common language, methodology and vision
- Significantly reduce the cost of training for groups of 6 or more
- Pick dates and times that work best for your team
- Choose your location - virtual, the office, or on the road
- Customize workshop content around your business goals

Get started by calling **866-262-7453** to discuss your training goals with one of our consultants, or visit **bobbikegroup.com/custom-team-training**

NEW!

Creating Effective Assessments Crash Course

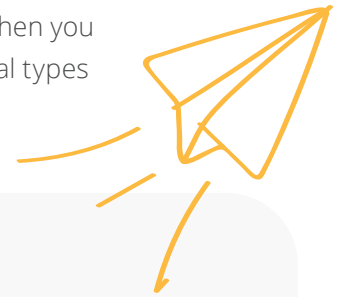
3-Hour Course | \$549 | *\$495 Early Bird Pricing*

Consider a Crash Course if you need just enough to get ramped up quickly or as an add-on to earn your Professional Certification.

Are you reaching your audience? Are they having lightbulb moments? Are you sure?

Assessments not only test employees' knowledge and skills, they also give you an understanding of your program's effectiveness. Assessments used throughout training provide valuable information for the instructor to gauge levels of mastery and adjust their instruction accordingly. After training, assessments can help measure if the information is making a difference back on the job—this is your key to job security.

Discover how you can improve student learning and your instruction when you creatively utilize assessments. Join this crash course to engage in several types of assessments and begin creating your own!



During This 3-Hour Virtual Crash Course, You Will:

- Pick the right assessment method to align with your objectives
- Determine desired level of mastery
- Explore how to provide feedback to the learner without feeling like a test
- Critique knowledge assessment items to follow guidelines
- Determine when to use a performance rubric vs. an observation checklist
- Create a performance rubric for one skill objective by the end of the crash course

Sign up for the Creating Effective Assessments Crash Course today!

→ bobbikegroup.com/creating-effective-assessments-crash-course/

How to Quickly Convert Classroom Teaching to Live Online Crash Course

3-Hour Course | \$549 | **\$495 Early Bird Pricing**

How to Design Interactive Training for Live, Online.

Get the basics of virtual design—everything you need to know to quickly convert classroom content for online delivery. This crash course is for designers and trainers who want to convert or create programs that will be three hours in duration or less.

(For larger projects, check out our comprehensive Instructional Design Workshop on page 14)



During This 3-Hour Virtual Crash Course, You Will:

- Examine steps to rapidly convert face-to-face content to live online
- Discuss how design models change for training online
- Design interactivity that works on every webinar platform
- Review strategies to cover the same content in half the time
- Insert C.O.R.E. components to increase retention (Closers, Openers, Revisitors, Energizers)
- Create a takeaway checklist and planning template to guide your design
- Experience the impact of participant-centered training as it's modeled to you

Save your spot for an upcoming How to Quickly Convert Classroom Teaching to Live Online Crash Course today!

→ bobpikegroup.com/how-to-quickly-convert-classroom-teaching-to-live-online-crash-course/



With this course, you receive a free copy of —
Webinars with Wow Factor

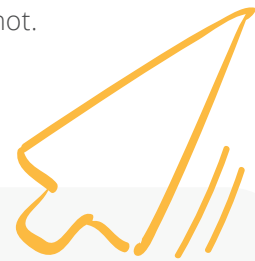
NEW!

Better Virtual Meetings Crash Course

3-Hour Course | \$549 | *\$495 Early Bird Pricing*

The old-fashioned meeting isn't going away— it's evolving.

Believe it or not, the average employee's number of virtual meetings increased 17% compared to in-person meetings before the pandemic. What could happen if your virtual meetings were just 25% better, or more? Would you see higher sales, more collaboration, greater satisfaction, less stomach acid burn? This crash course will help you master the art of virtual meetings whether you're tech-minded or not. These essential skills will help any professional who facilitates online meetings or manages remote/distance teams.



During This 3-Hour Virtual Crash Course, You Will:

- Identify different types of virtual meetings and how to conduct each kind
- Select the best meeting plan, who should attend, and how often to meet
- Utilize a checklist of what to do before, during and after to make virtual meetings productive, even refreshing
- Discover 10 deadly sins of virtual meetings and how to avoid them
- Acquire skills to impress audiences with your command of the virtual room
- Discuss strategies to involve people so no one dominates or drops out

Sign up for the Better Virtual Meetings Crash Course today!

→ bobbikegroup.com/better-virtual-meetings-crash-course/

Virtual Presentation Skills Crash Course

3-Hour Course | \$549 | *\$495 Early Bird Pricing*

The skills you need to present like a pro to virtual audiences with ease!

Like it or not, you are judged not only on what you say, but how you say it. And right now, there's an extra pressure of presenting your ideas virtually. Online meetings, trainings, and pitches challenge even seasoned presenters because of technology and distance.



During This 3-Hour Virtual Crash Course, You Will:

- Learn 7 ways to deliver a better video conference
- Discover myths and truths of presenting virtually
- Hone your skills to effectively field Q&A
- Address unnecessary distractions—and learn how to eliminate them from your environment
- Evaluate techniques to use and lose when presenting virtually
- Practice with an incredible artificial intelligence tool that gives you instant feedback
- Develop a formula to structure your message, open strong and close on time

Sign up for an upcoming Virtual Presentation Skills Crash Course today!

→ bobpikegroup.com/virtual-presentation-skills-crash-course/

With this course, you receive a free copy of —
Secrets of a Powerful Presentation

TIP: Do you present in-person to individuals and groups?
Check out the 2-day workshop on page 7.



Introduction to Performance Consulting Crash Course

3-Hour Course | \$549 | *\$495 Early Bird Pricing*

Position yourself as a performance consultant in your organization and industry.

When performance is the question, more training isn't always the answer. Learn how to eliminate costly training that doesn't add value—and start doing the right training, at the right time, for the right people. This crash course gives you the skills you need to earn an influential role shaping training strategy.



During This 3-Hour Virtual Crash Course, You Will:

- Learn a repeatable 4-step performance consulting process
- Discover dozens of strategies to establish credibility for consultants in any setting
- Review a simple process to estimate and communicate the value of a project
- Discuss the only 3 levers to align shifting priorities
- Review templates, checklists, and planning tools to manage implementation and stakeholders

Sign up for the Introduction to Performance Consulting Crash Course today!

→ bobbikegroup.com/performance-consulting-crash-course/

TIP: Want to go in depth on this topic? Check out the 2-day in-person workshop. bobbikegroup.com/performance-consulting

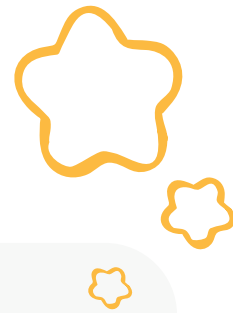
Making Zoom Interactive Crash Course

3-Hour Course | \$549 | *\$495 Early Bird Pricing*

Techniques for active learning.

Online meeting fatigue turns some people into Zoombies. But not when you leverage Zoom's built-in tools to make training participant-centered! Build creative, purposeful interactivity into your sessions to sharply increase participants' motivation and interest in training.

This crash course models a repeatable process you can use to immediately deliver engaging training on Zoom. Up your confidence and comfort level using the Zoom platform during this fast, experiential webinar.



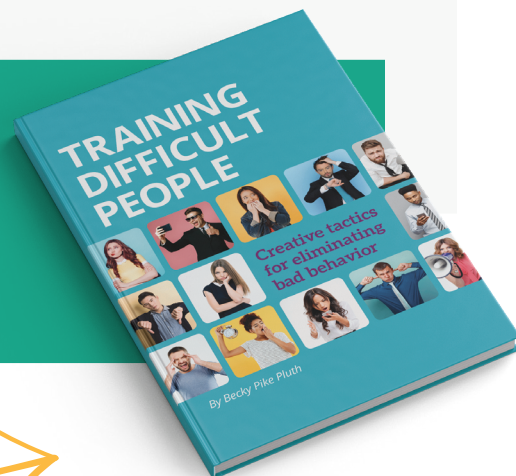
During This 3-Hour Virtual Crash Course, You Will:

- Harness Zoom's built-in tools like whiteboarding, chat, video, polling and breakout rooms
- Explore techniques to foster active learning as they're modeled to you
- Experience Openers, Closers, Revisitors, and Energizers essential to making Zoom work for you and your learners
- Discuss how to set up, facilitate and debrief learning activities online
- Create takeaway templates and activities with step-by-step instructions
- Discover what the free tutorials won't teach you – Creative Training Techniques® to teach twice as much in half the time!

Get up-to-speed with Zoom's tools and features, plus tips to integrate training techniques into your next live session! Register for an upcoming Crash Course today!

→ bobbikegroup.com/making-zoom-interactive-crash-course

With this course, you receive a free copy of —
Training Difficult People





THE
BOB PIKE GROUP *Engineer Curiosity*

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**REGISTER
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Early Bird Discount
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**Additional Discounts For Groups of 3+
For More Information Please Call:
844.BOB.PIKE (844.262.7453)**

ctt.bobpikegroup.com

*Discounts not stackable