Designing A Training Program

Need a custom-designed training program rather than an off-the-shelf one? Here’s some advice from Fred Tietz, senior consultant for The Dreiford Group of Bethesda, Md., on how to design that program:

Focus sharply on outcomes. What do you want participants to do? How will you know if all of those involved feel the program was effective? What should they say when it’s over?

As you move along, keep checking with appropriate government agencies or your upper management to be sure you’re on track.

Determine the participants’ experience, education level and exposure to training. Different learners need different training techniques.

Keep in mind that successful training programs require improving knowledge, skills and attitudes. Many programs neglect attitudes.

For technical knowledge, focus on classroom work and written assignments.

For skill building, concentrate on simulation and role playing, or hands on.

For changing attitudes, think of case studies, role modeling or bringing in someone who can personally describe the benefits received from similar training.

Plan a pilot program using a true cross-section of learners. Later, modify the program based on the pilot’s results.

California conference will be held at the Hyatt Regency in Garden Grove on March 15th, and the Northern California conference at Castlewood Country Club in Pleasanton on March 16th.