

# GUIDE TO FKA PRODUCTS AND SERVICES

## *Solutions for Learning and Performance*



Friesen, Kaye and Associates

### **PRESIDENT'S MESSAGE:**

Welcome to Friesen, Kaye and Associates. FKA has been an industry leader in workplace learning and performance for over 45 years. We work collaboratively with our customers specifically in two ways:

- Our award winning curriculum of workshops addresses an extensive range of skills, techniques, and best practices for learning professionals.
- Our comprehensive learning and consulting services develop the right strategies and approaches that support learning across business units in every industry sector.

This guide provides you with a brief description of our workshops, learning and consulting services, as well as certification options and support tools.

For complete details call 1-800-FKA-5585 or visit [www.fka.com](http://www.fka.com). We look forward to sharing our proven success with you.

*Michael Nolan*, President

**Complete Curriculum of In-person, Online and Blended Workshops for Learning Professionals**

**Tailored Onsite and Online Workshops**

**Comprehensive Learning and Consulting Services**

**Development of In-person, Onsite, Online and Blended Learning Solutions**

**One-on-One Coached Learning**

**Conferences and Professional Development Events**

"EMC Education Services has successfully collaborated with FKA for more than 10 years to drive the enhancement of its trainers' capabilities and skills."

*Rodney Holdaway,  
EMC Corporation*

**#1 Train-the-Trainer**

Voted by Training Magazine readers!



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Visit our website for **THE** latest information!

[www.fka.com](http://www.fka.com)

# Quality Workshops to Improve Workplace Learning

## FKA Workshops

*As a learning professional, you want to ensure you receive the highest quality training and development from the undisputed leaders in the learning field. FKA offers a full curriculum of workshops and programs to help you meet the learning challenges facing your organization. Before each workshop/program, you will complete an individual pre-course survey to highlight your specific needs and areas of interest. After, you will take away a valuable set of manuals, checklists and job aids to improve performance back on the job. All FKA workshops and programs can be customized and delivered online or at your location—we will tailor the program to meet your specific needs. Call us today and find out why thousands of FKA clients use our products and services. It will be the best decision you make this year!*

### The Extra Benefits You Get With Your FKA Workshop:

- Training from CTT+ certified instructors
- Value added tools and bonus material
- Built-in tutorials and self-directed learning guides
- Custom pre-workshop surveys to maximize learning
- Instructors experienced in the design, development and delivery of training
- FREE 1-year hot line support after every workshop/program

*For complete workshop details visit us at [www.fka.com](http://www.fka.com) or call us today at 1-800-352-5585!*

## Professional Certifications

Get certified with FKA Professional Certifications or other industry certifications! Based on the standards recognized by industry associations, you can gain the recognition and respect you deserve. Start your FKA certification journey with one of four professional designer or instructor designations then move up to the FKA Master Learning Professional or FKA Master Learning Executive.

### FKA Certified Professional Designer

For training designers and developers

### FKA Professional e-Designer

For e-learning designers and developers

### FKA Professional Instructor

For classroom instructors

### FKA Professional e-Instructor

For virtual classroom instructors

## Management and Consulting

### \*Managing the Learning Organization

As a learning leader, you need to identify critical components and strategies that ensure learning initiatives are linked to business needs. Examine common characteristics of high performance learning organizations and build a best practices portfolio that ensures measurable results.

### \*Performance Consulting

Are you charged with improving performance and results in your business units? If you have been asked to address issues that may not be solved by training alone, this workshop is critical for you. Practice the concepts and skills through an engaging case study that simulates a consulting intervention from beginning to end.

### \*Training Needs Analysis

Once the performance gap indicates that training is the solution, you will need to get answers to the following questions: Who needs what training? When? How? This workshop provides a structured process for those responsible for identifying and prioritizing corporate training needs.

### Coaching High Performance

To leverage the formal training in your organization, you need to develop a coaching framework that continuously nurtures, and further improves the new skills back on the job. This workshop helps you develop both the coaching skills and strategies used to affect training transfer and ongoing performance success.

## Design and Development

### \*Designing Instruction

This cornerstone workshop is for anyone designing learner-centered training that leads to performance improvement and business results. You will gain the requisite knowledge, skills, and confidence to meet any training initiative. Experience a variety of presentation and application methods that model effective adult learning. Take home electronic job aids and a detailed support manual that help transfer your learning to back-on-the-job success.

### Advanced Instructional Design

Moving beyond the basics, this workshop allows instructional designers and developers to make complex analysis and design decisions, especially when adapting existing designs to alternative delivery methods. Learning specialists who need to plan and scope quality, on-time and cost-effective training projects will benefit from this program.

### Developing Instructor-Led Training

This workshop gives instructors and course developers in-depth, step-by-step templates in the design and development of in-person group instruction. The workshop ensures your training programs are performance-based, interactive, challenging and stimulating to the learner.

### \*\*Developing Self-Directed e-Learning

Create and develop highly interactive asynchronous, self-directed e-learning programs that engage and motivate your learners. Practice making decisions related to content, testing, design strategies, media and individualized learning.

### FKA Master Learning Professional

For those responsible for all phases of training and/or e-learning

### FKA Master Learning Executive

For those responsible for managing training



Microsoft Certified Trainer (MCT)



CompTIA CTT+ Classroom Trainer and Virtual Trainer Certification

Go to [www.fka.com](http://www.fka.com) for complete certification requirements.

### \*Developing Interactive e-Learning

Interactivity is one of the keys to engaging learners in an e-learning environment. This workshop helps you design meaningful interactivity that adds value - whether the challenge is a self-directed online lesson or a live facilitated group session.

### Developing Self-Directed Learning

Improve your skills in writing and editing self-directed learning programs. Through written assignments, feedback and discussion, you will design, write, test and edit self-directed learning materials.

### Fundamentals of Design and Delivery

This dynamic workshop gives you the immediate tools to be successful if you are new to training and learning or have had no formal training in design or delivery. Learn to design appropriate and effective lessons and practice the skills of effective instruction.

### On-the-Job Training: Design and Delivery

This practical workshop is developed specifically for OJT trainers and coordinators, subject matter experts and other personnel involved with the planning and implementation of structured on-the-job training programs and support materials.

### \*Job Aid Design

This workshop focuses on the design of several different types of job aid formats. You will apply the design process through practice and feedback, using your own job-related projects and materials.

### \*Developing Effective Assessments

If you need more data to evaluate whether your learners have learned, then this workshop is for you. Using your real-world training content and FKA's powerful guidelines and checklists, you will create assessment questions that are reliable, valid, fair and defensible.

### \*Maximizing Adult Learning

All learning departments are continuously challenged to do more with less. This interactive workshop will demonstrate how to maximize adult learning while minimizing wasted time - yours and the learners'! Go beyond designing slideshows and learn how to incorporate a variety of activities that keep learners engaged, learning and having fun.

## Delivery

### Instructional Techniques

This award-winning program is simply the finest Train-the-Trainer workshop available. It is the cornerstone for CTT+, MCT and trainer certification. Developed in conjunction with the acknowledged standards for instructional excellence, it develops classroom delivery skills for both technical and non-technical trainer success. This is a must-attend workshop for all trainers.

### Instructional Techniques for OJT

Based on the foundation developed for FKA's industry standard Instructional Techniques workshop, this program adapts those skills in the context of trainers who are delivering training in an on-the-job environment.

### \*\*\*Instructional Techniques for Teleconferencing

With the trend to deliver training by phone or conference call, this workshop models the methods by delivering its content in the form of a teleconference. The program consists of two 2-hour content rich, highly participative teleconference sessions and one 2-hour session dedicated to practice and feedback.

### \*\*Instructional Techniques for the Virtual Classroom

This workshop models blended learning with a range of synchronous and asynchronous activities. A series of two-hour online group sessions combined with offline individual activities, prepare you to effectively facilitate online.

### CTT+ Classroom Trainer

Experienced instructors focus on skills required to achieve CompTIA's CTT+ Classroom Trainer certification. You will practice with FKA's Exam Simulator and review CTT+ objectives for the Essentials Exam. Under the guidance of FKA's CTT+ certified instructors, you will prepare your best-effort recording for submission to CompTIA. We guarantee your success.

### \*\*CTT+ Virtual Classroom Trainer

Experienced instructors focus on skills required to achieve CompTIA's CTT+ Virtual Classroom Trainer certification during a series of virtual classes. You will practice with FKA's Exam Simulator and review CTT+ objectives for the Essentials Exam. Under the guidance of a certified CTT+ Virtual Trainer, you will prepare your best-effort recording for submission to CompTIA. We guarantee your success.

### CTT+ Classroom Trainer Boot Camp

If you are looking for CompTIA's CTT+ Classroom Trainer certification but also need the basics, then this Boot Camp is the place to be. This workshop starts with the basics from Instructional Techniques and then covers all the content of the CTT+ Classroom Trainer workshop.

### \*\*CTT+ Virtual Classroom Trainer Boot Camp

If you are looking for CompTIA's CTT+ Virtual Classroom Trainer certification but also need the basics, then this Virtual Boot Camp is the place to be. This program starts with the basics from Instructional Techniques for the Virtual Classroom and then covers all the content of the CTT+ Virtual Classroom Trainer program.

### Advanced Facilitation Skills for Trainers

Highly competent and experienced instructors who want to take their skills to the next level of facilitation will benefit greatly from this workshop. Further develop your facilitation techniques by effectively managing group dynamics and the learning environment. Polish and adapt your questioning skills through practice of interactive learner-centered activities and receive feedback from your FKA instructor.

### Facilitation Skills: Running Effective Meetings

The process of facilitating meetings and group sessions goes beyond gathering facts, reaching conclusions and taking action on complex issues. This workshop focuses on the critical skills of group organization and leadership that utilizes the knowledge, ability and creativity of each individual in the meeting.

### \*\*Facilitation Skills: Running Effective Virtual Meetings

This workshop allows learners to practice the fundamentals of facilitating virtual meetings. The program identifies key differences between the online and physical meeting environments and builds on proven verbal, organizational and leadership skills for better outcomes in your virtual meetings.

### Facilitating Effective Customer Meetings

Many pre-sales and sales representatives are required to make effective product demos for their customers. In this workshop, you will facilitate a customer meeting, using an already developed presentation/demo, which creates linkages between your customer's pain and relevant products that address their key business requirements. You will practice skills and techniques that control the demo environment and handle customer objections.

### Presentation Skills

Get the fundamental skills you need to make effective presentations on any topic to any sized group. In this dynamic, highly interactive program, you will gain the confidence to deliver presentations that maximize impact and effect.

### \*Presentation Skills for the Virtual Environment

Acquire the skills needed in the planning, preparation and delivery of effective presentations in the virtual environment. Learn how to keep your remote audience engaged and motivated. This workshop provides opportunity for interaction and practice using your organization's virtual presentation software.

### Advanced Presentation Skills: Making Dynamic Presentations

As an experienced presenter, you want to focus on techniques that professional speakers use to take presentations from ordinary to "WOW". Working with other dynamic presenters, you will receive plenty of hands-on practice and feedback. Learn what it takes to inspire, persuade and call your audience to action.

### Games That Teach

Adults are more motivated and learn better when they're engaged. In this game-based workshop, explore how to design, facilitate and debrief games intended for both fun and meaningful learning.

**\*ALSO delivered online \*\*ONLY delivered online \*\*\*ONLY delivered by phone**

## FKA Clients

**FKA has been privileged to work with organizations around the world, including:** Abbott Laboratories, ABIOMED, ACNielsen, Actuate Corporation, AETNA, American Management Association, Ameron, Angoss Software, Apria Health Care, ArcelorMittal Dofasco, A.T. Kearney, Bank of Montreal, Benjamin Moore, Blue Cross Blue Shield Association, Bruce Power, Cablevision, Canadian Revenue Agency, Canadian Border Services Agency, Canon, Capital One, CBC, Chevron, CIBC, CIGNA Healthcare, City of Toronto, CSI Global Education, Department of State, Detroit Edison, EMC, Ernst & Young, Federal Express, GAP, Huntington National Bank, IBM, Kaiser Permanente, KLA-Tencor, Kinetrics, Kraft Foods, Kronos Inc, Lafarge, Library of Parliament, Lockheed Martin, MassMutual, McDonalds, Merck, Microsoft, Merck and Company Inc., Morgan Stanley, OLG, Ontario Energy Board, Pacific Gas & Electric, PROPHIX, Pfizer, Phillips Medical Systems, Prudential, Pulte Homes, RIM, Rogers Communications Inc., SAS Institute, Service Canada, Siemens Healthcare Diagnostics, Sprint Nextel, Standard Life, St. Lawrence Cement, Suncor, Symantec, The Empire Life Insurance Group, The Hartford, US Coast Guard, USSA Insurance, Verizon Wireless, Whole Foods Market, *and many more.*



## Support Tools

### CTT+ Exam Simulator™ – Online

This is the fast, effective tool and resource that prepares you for the CompTIA CTT+ certification Essentials Exam. Consider these benefits:

- Developed with specific knowledge of the requirements for CTT+ certification.
- Practice for the test and review the CTT+ objectives.
- It's the only practice exam authorized by CompTIA for CTT+.
- Easy online access gets you started right away.

30-day or 90-day subscriptions available. To subscribe go to [www.fka.com](http://www.fka.com) – click on CTT+ Exam Simulator!

### Trainer ROI Tutorial™

Senior management today often wants to see return-on-investment (ROI) figures for all new training initiatives. This tutorial and calculator helps you determine your ROI for a variety of situations.

- Explore models for estimating the financial benefits of training.
- Examine factors that must be included in training costs.
- Review the details of ROI calculations.
- Practice with your own data on real ROI spreadsheets.

### FKA Trainer Certification Coach™

Watch recorded demonstrations of the key skills and techniques required for instructional excellence.

- Observe fundamental instructor knowledge and classroom performance.
- Compare your skill against the experts with the Self-Assessment Guide.
- Review the core competencies as defined by ibstpi.
- Use as a review for senior instructors, or an introduction of skills to new and occasional trainers.

## Conferences, Keynote Presentations and Events

As both a thought-leader and pioneer in workplace learning, FKA professionals are sought after presenters at International Conferences, consistently receiving the highest ratings for their sessions. We can deliver any of these special conference presentations at your location. Check out the complete list of topics at [www.fka.com](http://www.fka.com).

### Contact FKA:

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### Follow us on:



## FKA Learning and Consulting Services

With FKA Learning and Consulting Services you will meet your organizational challenges and business goals with effective and practical performance solutions. Use our expertise from conceptualization through to production and implementation of your interventions. Strategic consulting, combined with the design, development and delivery of customized solutions, has helped thousands of organizations. FKA's extensive credentials stand on a strong foundation of business experience in all industry sectors.

A proven Instructional Systems Design Methodology, backed by decades of hands-on experience and thousands of real-time projects, is the cornerstone of FKA's comprehensive services. Using the latest tools, we assist you with partial or complete project implementation including: needs analysis, strategic planning, design, development, implementation, measurement and evaluation.

### Analyzing Needs & Planning Strategy

Training and performance interventions lead to successful on-the-job performance when based on complete and accurate analysis of the required skills and knowledge. We analyze the causes and identify performance, training and non-training interventions tailored to meet the needs of your organization.

### Design, Development & Implementation

We are specialists in the design, development and implementation of highly effective learner-centered training and performance initiatives. FKA can conduct the necessary tests and pilot programs to validate at every step of the process, ensuring your initiatives are linked to your strategic business goals.

### Measurement & Evaluation

Ongoing evaluation is required to ensure that course content remains relevant to business needs, organizational strategies, job performance and results. We can help with evaluation of course content, instructional methodologies, reliability and validity of tests, and effectiveness of exercises and delivery.

### e-Learning and Blended Learning Solutions

Our instructional systems design methodology provides the foundation for the development of a complete range of blended learning solutions. Complement existing classroom or traditional training with e-Learning to maximize performance and results.

### One-on-One Coached Learning

Can't attend an FKA workshop and need to enhance your skills? FKA offers one-on-one coaching on any of the topic areas covered in our workshops and Learning and Consulting Services. Coaching is available in-person; online or by phone. FKA's Coached Learning approach to transferring skill and knowledge is an effective alternative for providing you with the tools and techniques required to excel in your profession.

### Observation and Feedback

FKA will observe your instructors or presenters delivering training or presenting in-person or online. We will provide feedback to help them communicate with impact and incorporate effective techniques to keep their audience engaged.

### e-Learning Readiness Assessment

Let FKA help your organization determine if e-learning is an effective way for you to transfer skill and knowledge. FKA will examine the feasibility of e-learning; develop a plan; and coach you through the development, implementation and adoption of e-learning throughout the organization.

### Learning Strategies

Let FKA pave your way to success by developing your organization's learning strategy that will align training with your business goals and measure the return on your investment. The key to addressing these priorities is the development of a Learning Strategy 'Road Map' that provides the direction and framework which links training effectiveness and efficiency to the business needs through improved human performance.

### Review and Feedback of Curriculum

Receive feedback from the experts! FKA will review your curriculum—designed for any delivery mode—to ensure it adheres to a systematic learning process; promotes learning and achieves its instructional intent. FKA will provide written and oral feedback upon completion of our review.

### Repurposing Traditional Training

Moving to an e-learning or blended learning format? Let FKA repurpose all or part of your traditional training to e-learning and benefit from our proven approach that ensures high quality instructional design.

Visit us at [www.fka.com](http://www.fka.com) for all the latest details or e-mail us at [fka@fka.com](mailto:fka@fka.com)



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