OUR MISSION

Friesen, Kaye and Associates’ mission is to help organizations strengthen the performance of people in key roles and critical situations. FKA provides high impact learning solutions specifically designed to meet their business goals.

WHY FKA?

• Experienced leader in the workplace learning and performance field for over 50 years
• A unique, robust and patented Instructional Systems Design Methodology and a Systematic Learning Process
• Collaborated in the design and development of over 2,300 consulting projects
• Trained and certified over 75,000 professionals
• Award-winning organization with a global presence
• Recognized as learning and performance experts
• Designed, developed and delivered learning initiatives in every industry

First to market with:

• MCT and CTT+ certification programs;
• CTT+ Exam Simulator; and
• Trainer Certification Coach – all designed by FKA
Plan and Manage

Performance Consulting
Are you charged with improving performance and results in your business unit? If you have been asked to address issues that may not be solved by learning solutions alone, this program 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 need to get answers to the following questions: who needs what training, when and how? This program provides a structured process for those responsible for identifying and prioritizing organizational learning needs.

Scoping and Planning
The training needs analysis is complete and now you need to plan the development project by answering some key questions: How long will the course be? How much effort will be required? What resources are required? How long will it take to develop the course? This program provides a structured process for those responsible for scoping and planning the development of a learning solution. You will receive Excel spreadsheets to help you estimate course length and development effort.

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.

Coaching High Performance
To leverage the formal learning in your organization, you need to develop a coaching framework that continuously nurtures, and further improves the new skills back on the job. This program helps you develop both the coaching skills and strategies used to affect learning transfer and ongoing performance success.
QUALITY PROGRAMS TO IMPROVE WORKPLACE LEARNING & PERFORMANCE

Design and Develop

Designing Instruction
This cornerstone program is for anyone designing learner-centered learning solutions that lead to performance improvement and business results. You will gain the requisite knowledge, skills, and confidence to design and develop any learning program. 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.

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

Job Aid Design
This program focuses on the design of several different types of job aid formats. You will practice the design process using your own job-related projects and materials, and receive expert feedback.

Advanced Instructional Design
Moving beyond the basics, this program 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 learning solutions will benefit from this program.

Developing Instructor-Led Learning
This program gives facilitators and course developers in-depth, step-by-step templates for the design and development of face-to-face group instruction. The program ensures your learning programs are performance-based, interactive, challenging and stimulating to the learner.

Fundamentals of Design and Delivery
This dynamic program gives you the immediate tools to be successful if you are: new to, or have no formal instruction in learning 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 program 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.

Maximizing Adult Learning
All learning organizations are continuously challenged to do more with less. This interactive program 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.

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

Deliver and Facilitate

Instructional Techniques
This award-winning program is simply the finest Train-the-Trainer program available. It is the cornerstone for the CTT+ and MCT certifications. 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 program for all facilitators.

Advanced Facilitation Skills for Instructors
Highly competent and experienced facilitators who want to take their skills to the next level will benefit greatly from this program. 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 facilitator.

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 program starts with the foundations from the Instructional Techniques program and then covers all the content of the CTT+ Classroom Trainer program.

CTT+ Classroom Trainer
FKA’s experienced facilitators focus on the 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 facilitators, you will prepare your best-effort performance recording for submission to CompTIA. We guarantee your success.

Free Post-Leaning Transfer and Sustainment Session.
See www.fka.com/sustainment for details.

All FKA Programs can be customized and delivered in a face-to-face, online or blended environment to meet your specific needs.
Instructional Techniques for the Virtual Classroom
This program models blended learning with a range of synchronous and asynchronous activities. Two-hour online group sessions and individual practices combined with offline activities, prepares you to effectively facilitate online.

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

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 program focuses on the critical skills of group organization and leadership that utilizes the knowledge, ability and creativity of each individual in the meeting.

Facilitating Effective Customer Meetings
Many pre-sales and sales representatives are required to make effective product demos for their customers. In this program, you will facilitate a customer meeting, using an already developed presentation/demo, which creates linkages between your customers’ challenges 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 program provides opportunities 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.

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

PROFESSIONAL CERTIFICATIONS

Professional Instructional Developer
Professional Instructional Designer
Professional Performance & Learning Consultant
Professional Facilitator
Professional e-Facilitator
Master Learning Professional

For specific descriptions and availability, go to our website FKA.COM/certification.
Analyzing Needs & Planning Strategy
Learning and performance solutions lead to successful on-the-job performance when based on complete and accurate analysis of the required skills and knowledge. We examine the causes of your performance gaps and identify learning and non-learning solutions tailored to meet the needs of your organization.

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

Coached Learning
Can’t attend an FKA program and need to enhance your skills? FKA offers one-on-one coaching on any of the topic areas covered in our programs 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.

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.

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.

Design, Development & Implementation
We are specialists in the design, development and implementation of highly effective learner-centered performance and learning 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.

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 your existing classroom or traditional programs with e-learning components to maximize performance and results.

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

Learning Strategies
Let FKA pave your way to success by developing your organization’s learning strategy that will align learning with your business goals and measure the return on your investment. The key to addressing these priorities is to develop a learning strategy. This ‘road map’ provides the direction and framework to link learning effectiveness and efficiency to the business needs through improved human performance.

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 for all the latest details and available programs.
FKA’s Coaching and Consulting Services is dedicated to helping you meet your professional and business goals with effective and practical performance improvement solutions. Leverage our expertise from conceptualization through to production and implementation of skill and knowledge transfer strategies to maximize the impact of your solutions.

Our experts can work alongside you or your team on various projects as a coach, pair of hands, and/or project manager. We are often approached when an organization does not have the bandwidth or they require additional resources to produce effective and sustainable learning. 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 systematic learning process and a proven instructional systems design methodology backed by five decades of hands-on experience and thousands of real-time projects form the cornerstone for FKA’s comprehensive coaching and consulting services. Using the latest tools, we assist clients with partial or complete project implementation including: needs analysis, strategic planning, design, development, implementation, measurement, validation, and evaluation.

FKA is an innovative, flexible and, experienced one-stop shop for performance excellence - a total learning and performance solution provider.
Friesen, Kaye and Associates

Whether your business is aerospace or banking, high-tech or healthcare, pharmaceutical or transportation, food service or manufacturing, exploration, imagination or innovation..... FKA has the expertise and resources to meet your learning needs.

FKA Client List

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Scotiabank
Salesforce.com Service Canada The Hartford ESRI
Royal Canadian Mounted Police IBM
Innovation, Science and Economic Development International Monetary Fund
KLA Tencor Kinaxis Lafarge Corporation London Life Insurance
Ameren Missouri Applied Materials Apollo Education Group
A.T. Kearney Inc. Auto Club of Southern California EY U.S. Department of Defense
Baffinland Iron Mines BD Life Science Blue Heron Environment
BMO Bank of Montreal Boeing Bombardier Air Canada
Canadian Nuclear Safety Commission Canada Post Corporation Canadian Revenue Agency
Canon U.S.A., Inc. CBC City of Calgary City of Toronto Dell EMC
Department of National Defence Dominion Energy Enbridge
FedEx Fidelity Investments GSK HUB International Husky
ArcelorMittal Dofasco A.T. Kearney Inc.
C3i Solutions Baffinland Iron Mines
Pacific Gas and Electric United Nations Climate Change Secretariat
Fedex Fidelity Investments GSK HUB International Husky
Pfizer Inc. Allied Solutions
MCG Health MD Financial Management Inc. Metrolinx Mitel
Nanometrics North Carolina A&T State University Ottawa Senators PetSmart Inc.
Oracle NetSuite Siemens Healthineers Sony Pictures Entertainment Suncor
Microsoft Pratt & Whitney Rogers Rollins Inc.

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