

Department of Corporate Training

Master Class Seminars for Experienced Trainers “Inferences – Success or Failure”

Master Class Description

During the past year, Dr. Geri McArdle has conducted much research on the topic, “action-oriented training.” This concept is all about designing and delivering training that is brain-based and practical. The instructional strategy is based on research among various ASTD chapters around the world, most recently in China and Australia.

Using these concepts, as a master trainer, attendees will have an opportunity to understand and experience new accelerated instructional strategies, then practice the skill of designing a course using the five-minute training course design strategy. Every training event follows a script. Attendees will learn to storyboard their training event using a new training technique, and they will understand the “how” and “why” of various delivery styles they use. Additionally, they will learn how to manage their audience so their attendees will be engaged in their learning and take away their new-found knowledge.

Why a Master Class?

The Master Class concept is based on the Broadway play about Maria Callas, one of the world’s famous operatic treasures. The instructional technique that Callas used was to dialogue and engage each individual learner. She would lead them to a level of understanding of their own thinking and interpreting skills to enhance their performance mastery. Similarly, attendees will have the opportunity to learn a great deal about themselves and their training performance style.

Seats are limited so register today! Advance registration and payment is required.

Instructor Bio:

The master class will be presented by the originator of this new series, Geri McArdle, Ph.D. A world-renown teacher, speaker, and author, Dr. McArdle currently serves as president of the Southwest Florida Chapter of the American Society for Training and Development. A graduate of Harvard University, she has written 10 books on training and development, more than two dozen research papers on the subject, has been a national leader in the ASTD and has delivered presentations around the world.

Master Class Seminars for Experienced Trainers \$50 (\$40 members of ASTD)

Instructor: Geri McArdle, Ph.D.

Attendees will receive, at no extra charge, a copy of Geri McArdle’s latest book: Training and Delivery, her 10th book – valued at \$43 – published by ASTD National in Washington, DC.

Location: Lee Campus

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The College's Equity Officer/ADA and Title IX Coordinator is:

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