cedar interactive

Building Client Expertise

"I was able to get to our company to the next level of learning success while utilizing our own resources!"

Training manager of a major Power company

Today, many training and development departments are responsible for designing, developing, and deploying learning curriculums and programs. They are well equipped with the resources and tools to provide quality learning solutions.

But how do these teams elevate their expertise to the next level? At Cedar interactive we believe that next level incorporates an approach that increases the speed of learner proficiency through an emphasis on Cognitive Science principles. This methodology is known as Performance Centered Learning.

Our goal is to help make learning departments even better by transferring this expertise with a methodical, interactive process that increases your proficiency (as the training provider) in the fastest and most effective way possible. Typically this involves a four phase approach:

- A one day Introductory seminar
- Learning by doing through a pilot program (where the client and the Cedar teams work together on a real project utilizing modeling, coaching and mentoring)
- Wrap up workshop focusing on lessons learned
- Ongoing coaching and consulting as required

Benefits to Our Clients

- A cost-effective way to "raise the bar" on internal training efforts.
- Increased speed to proficiency translates to increased revenue for your internal customers.
- A hands-on "learn by doing" approach insures competency that is sustained and repeatable for future initiatives.

Capabilities Overview

Speed to Proficiency

Cedar Interactive has been providing custom learning, consulting and learning management solutions in the Chicago area and beyond for over a decade. Cedar has become known for helping our clients increase sales and reduce costs by designing learning that accelerates Speed to Proficiency.

Cognitive Science - Applied

We accomplish this through our two proven methodologies, which are rooted in Cognitive Science research:

- Harvesting Subject Matter Expertise
- Performance Centered Learning ® (PCL)

We are adept at applying these methods to any media and technology (including mobile devices), to produce online, facilitated, or blended learning. We speed people to proficiency in the areas of product sales, customer service, leadership, onboarding, systems training and compliance, in many industries.

We partner with our clients to help make their learning solutions even better. Our clients love our flexible approach to working together – providing everything from ala carte services to turnkey curriculum development and management.

Our resources and capabilities are represented by these two suites of services:

"Cedar dug down into a very complex set of issues and provided us with a meaningful, comprehensive plan to address them. We have begun implementation and already see improvements. Marty Rosenheck's work is helping us to change our training culture and meet the needs of the younger generation."
Training Manager, Nisource Power

Building Learner Expertise

- Project Analysis and Design (Phase One)
- Top Quality Development (incorporating PCL and engaging simulations)
- Implementation and Evaluation
- Training Delivery
- Learning Management Systems

Building Client Expertise

- Learning Strategy Consulting
- Performance Centered Learning® (PCL) Workshops
- PCL Mentoring Programs for your Instructional Designers
- Harvesting Subject Matter Expertise
- Knowledge Transfer Workshops
- Trainer Workshops
  - ❖ Designing Engaging Webinars
  - ❖ Engaging Your Webinar Audiences
  - ❖ Intro to Cognitive Learning Strategies

Performance Centered Learning™

Training that Translates into Job Performance

Performance Centered Learning (PCL) is based on the latest research in Cognitive Science, the study of how the brain works. Current research shows that people learn by doing, not by passively absorbing information.

With PCL, trainees encounter scenarios and situations early, and learn new skills and information in order to complete the scenarios. This keeps students interested and engaged, and ensures they can perform the desired skill when they need to, back on the job.

Features of Performance Centered Learning

- Learning While Doing
- Practice decision making
- Content provided at the Teachable Moment

Benefits

- Creates better on-the-job performance
- Accelerates time to proficiency
- Financial savings to organization

7 design principles of Performance Centered Learning

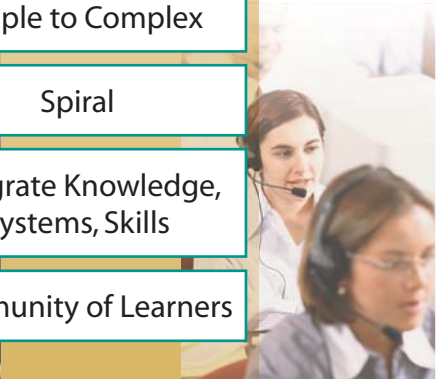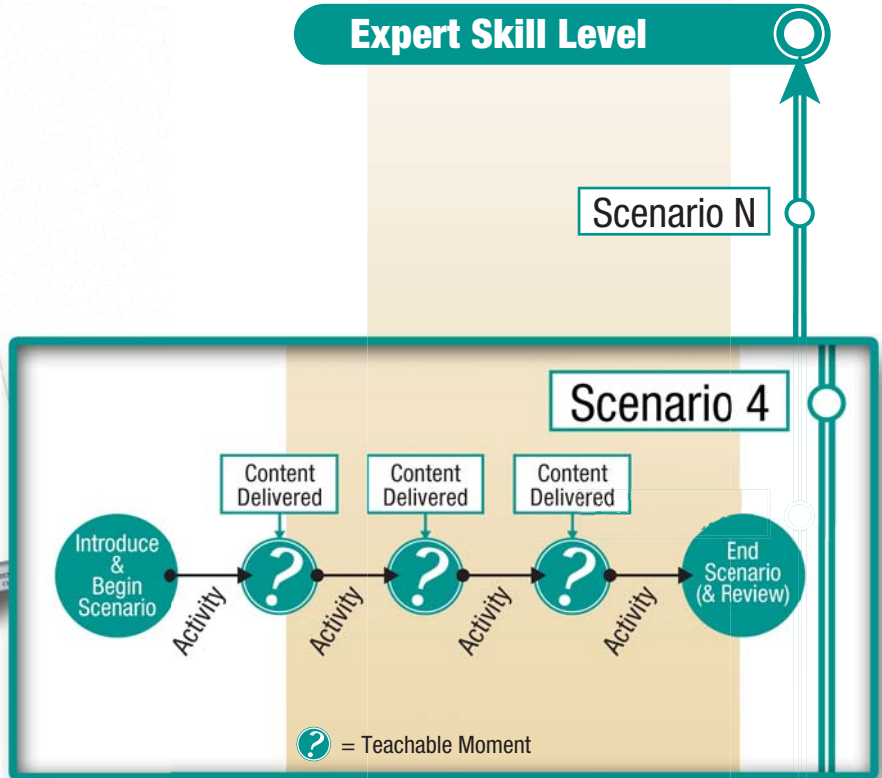- Learning While Doing
- The Teachable Moment
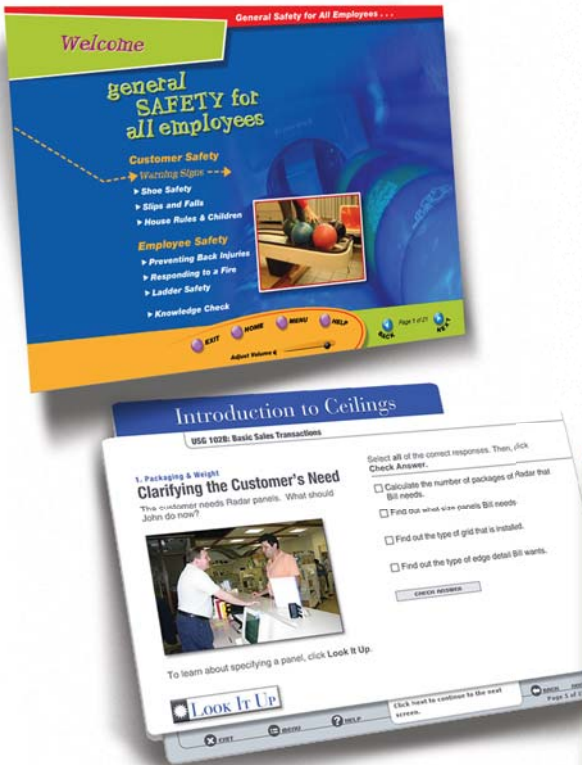- Scaffolding
- Simple to Complex
- Spiral
- Integrate Knowledge, Systems, Skills
- Community of Learners

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Expert Skill Level

Scenario N

Scenario 4

? = Teachable Moment

Scenario 3

Scenario 2

Scenario 1

Beginning Skill Level

Why does it work?

The Performance Centered Learning method:

- Maximizes **motivation** to learn by engaging learners in interesting, challenging scenarios that require them to seek out information to complete a task or solve a problem.
- Increases **retention** by having learners actively use the information they get to complete the simulation. People remember what they use.
- Promotes **transfer** of skills and knowledge to the job through linking knowledge to how it is used on the job at the teachable moment.

A PCL curriculum decreases the time to proficiency by immersing learners in a systematic set of experiences that it would otherwise take months or years to encounter.

PCL Applications

- Sales people: Selling skills integrated with product knowledge
- CSRs: Customer service skills integrated with technical and systems knowledge
- Computer users: Systems usage integrated with job tasks.
- Leaders/managers: Management/Leadership skills integrated with interpersonal and business knowledge

Phase One – Analysis and Design
For a Successful Custom Training Program

- **A** **Analyze**
- **D** **Design**
- **D** Develop
- **I** Implement
- **E** Evaluate

Phase One

The Phase One approach insures the right plan for your project, a plan that is guaranteed to meet with your approval.

The Purpose of a Phase One
To ensure the client approves of the training before it is created, including scope, budget, and time. Would you start building a house without a blueprint?

The Result of a Phase One
- Instructional design "blueprint," optimized for your learning needs, and based on empirical analysis
- Project workplan, including tasks and dependencies, and production schedule
- Accurate production budget

The Beneftits of a Phase One
- Learning solution defined and easy to envision.
- Improved decision-making.
- Blueprint can be changed and revised easily.
- Design is not complete until the client approves.
- Accurate cost and time estimates.
- Design can be revised to achieve specific budget and time goals.

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The Tasks During Phase One

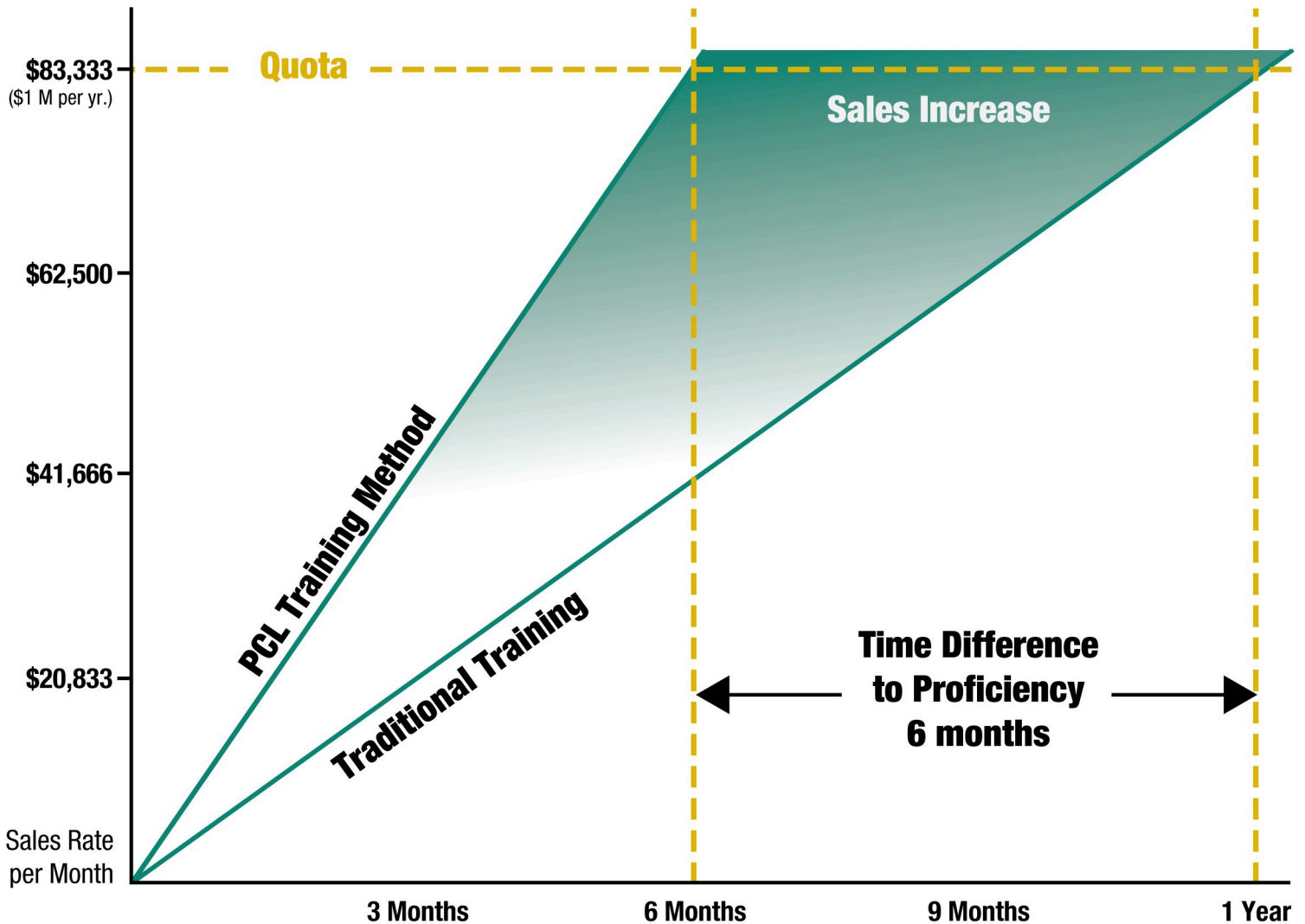| **A** Analyze	**D** Design	**D** Develop	**I** Implement	**E** Evaluate
• Understand business and training need • Gap analysis • Interview stakeholders, subject matter experts, target audience • Review existing content materials • Define learning environment and parameters	• Identify learning methods and media • Present alternative solutions and recommendations, with budget, scope, and time estimates • Revise recommendations per client feedback, provide final learning design and content outline. • Develop project workplan, including tasks, responsibilties, and timelines.	• Production phase • Content Development (writing, slides, etc.) • Programming • Layout • Graphics & Artwork • Prototype • Beta testing • User Testing	• Rollout to field • User assistance	• Review results • Plan for future improvements and versions • ROI analysis

ROI Calculation

Sample Case Study
- New Sales Rep
- Sales Quota = 1 million annually ($83,333 per month)

Quota

Sales Increase

$83,333
($1 M per yr.)

$62,500

$41,666

PCL Training Method

Traditional Training

$20,833

**Time Difference
to Proficiency
6 months**

Sales Rate
per Month

3 Months | 6 Months | 9 Months | 1 Year

Revenue Generated in first year
- PCL Training Method . . . . $ 750,000
- Traditional Training   . . . .   -   500,000
$ 250,000 increase with PCL

33% Sales Increase in the First Year