DESIGNER
Certificate

The 5 Moments of Need®
Designer Certificate

Overview

Frameworks like 70:20:10 and Performance Support are all the rage in our industry today. Few if any refute their merit, the challenge for most learning and development departments and professionals has been knowing how to shift their design methodologies in a realistic and scalable way to create the learning and support deliverables necessary to meet these emerging trends. The 5 Moments of Need® is an instructional design methodology specifically created to address these challenges. In this course you will be guided through a highly engaging and iterative approach that addresses all 5 Moments of Need. If your instructional design deliverables need to include performance-based outcomes, you will find this course extremely helpful and practical. In this program you will:

"Adopting The 5 Moments of Need® methodology fundamentally changed the relationship our L&D group has with its clients and the value we bring to them. The real business problems are identified faster, learning solutions are more targeted and better balanced, resources are able to be spread further, and results are easier to pinpoint."

Jeremy Smith
Senior Manager Global Learning Solutions
Herman Miller & 5 Moments of Need Designer

- Explore an instructional design approach that will help you address all five moments of learning need in a highly immersive and performance based online virtual workshop.
- Gain on-the-job access to performance support to help you apply what you have learned.

Course Description:

This course introduces you to an instructional design approach that addresses all 5 moments of learning need—when people need to:

1 » Learn something new
2 » Learn more about what they've learned
3 » Apply what they have learned
4 » Unlearn in order to relearn because of change
5 » Solve a problem

In this course you will learn:

About	How to
• The 5 Moments of Learning Need • Train, Transfer and Sustain • Performance Support • The Performance Support Pyramid • Job Tasks Analysis • Critical Skills Analysis	• Conduct Rapid Workflow Analysis • Conduct Critical Skills Analysis • Map the Workflow • Make a LEaP Plan • Develop an EPSS POC • Develop a Targeted Learning POC

The course facilitator guides you through this iterative approach for instructional design. It uniquely addresses the entire learning continuum—from the initial stage of formal learning (the "10" in 70:20:10) through its transition to effective performance on the job (the "70:20").

This course employs an approach to virtual instructor-led training in which you can achieve outcomes that can surpass traditional face-to-face training. The approach—called the *GEAR* (**G**ather, **E**xpand, **A**pply, and **R**eceive) methodology—is a blended approach that spreads learning out over time. This allows you to immediately apply what you learn in the context of your own work. Over weeks of immersion in The 5 Moments of Need instructional design approach, you will **G**ather to experience:

"We are changing our role from learning experience designers to content experience designers and this course has been a critical link in that transformation."

- 5 Moments of Need Designer

- Five live 2~3 hour virtual sessions that introduce you to The 5 Moments of Learning Need instructional design approach.
- Four live 1~2 hour virtual office hour sessions to answer questions before submission of assignments.
- Four live 2-hour virtual feedback sessions to support you as you to put The 5 Moments of Learning Need instructional design approach into practice.
- Around-the-clock access to an electronic performance support system (EPSS) that supports the application of The 5 Moments of Learning Need instructional design approach.

Certificate Process:

Participants complete exercises following sessions 2, 3, 4, and 5. Each assignment takes between 2~4 hours of work to complete between sessions. Assignments are designed as building blocks for practicing the principles discussed in the course. Each assignment should be submitted according to the schedule to receive timely feedback so that revisions can be made before the next assignment submission.

> *"I use the skills and knowledge gained in the course every day. The process of certification helped me turn the corner in my Performer Support expertise."*
>
> *Certified 5 Moments of Need Designer*

At the completion of the course, all the assignments need to have been successfully completed, according to the outlined schedule, in order to receive a certificate. A participant will receive one of 2 grades upon completing the course:

1 »   Certificate Completed – This means that the participant has met all the qualifications to receive their 5 Moments of Need Designer Certificate.

2 »   Certificate Incomplete – This means that the participant has not successfully met the qualifications to receive their 5 Moments of Need Designer Certificate.

**Note: Participants who successfully complete the program will be authorized to represent themselves as having completed The 5 Moments of Need Designer Certificate and to use the practices, resources, and examples obtained during the course. They will NOT be authorized to teach these practices to others (within or without their organization), nor share specific practices, resources, and examples without acknowledgement of APPLY Synergies' copyright. They are not authorized to modify these practices, resources, and examples in an effort to remove the copyright or represent them as being their unique practices.

Agenda and Pricing:

Session	Gather Session Date Time (EST)	Office Hours Date Time (EST)	Review Session Date Time (EST)	Total Est. Participant Time
S1: Foundation Principles	Thurs., Feb. 13 11:00 – 2:00		N/A	2.5 hours
S2: Map the Workflow	Thurs., Feb. 20 11:00 – 2:00	Thurs., Feb. 27 11:00-1:00	Thurs., Mar. 5 11:00 – 1:00	9.5 hours
S3: Determine the Impact	Thurs., Mar. 12 11:00 – 2:00	Thurs., Mar. 19 11:00-1:00	Thurs., Mar. 26 11:00 – 1:00	9.5 hours
S4: Prove the Performance Support Concept	Thurs., Apr. 2 11:00 – 2:00	Thurs., Apr. 9 11:00-1:00	Thurs., Apr. 30 11:00 – 1:00	9.5 hours
S5: Create the Learning Experience	Thurs., May 7 11:00 – 2:00	Thurs., May 14 11:00-1:00	Thurs., May 28 11:00 – 1:00	9.5 hours

- **$1,995** per participant
- Group discounts are available for a group over 10.

Registration

Registration is available:

online: 5momentsofneed.com/certificates.htm

email: chris@5momentsofneed.com

Should you have any additional questions don't hesitate to contact us at the above address.