DESIGNER
Certificate

# The 5 Moments of Need ® Designer Certificate

## OVERVIEW

There has never been a more challenging time for organizational learning. With most employees now working and learning remotely, L&D teams are tasked with creating impactful virtual learning that results in peak workforce performance.
The 5 Moments of Need® is an instructional design methodology proven to enable your workforce to do more for less.
Ask yourself these three critical questions:

1. **Are your solutions meeting all the 5 Moments of Need? This means:**
   - Performers are able to APPLY what they have or haven't learned while in the flow of work. Their path to the answer or assistance is just 2-clicks or 10 seconds away.
   - Your workforce is able to SOLVE problems that arise in the flow of work.

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- When things CHANGE that require your performers to unlearn skills that are deeply ingrained in their performance practices and relearn new skills—they can do this without interruption to their productivity.
- When NEW tasks and processes are developed your performers can learn for the first time while in their workflow.
- When performers need to expand on their knowledge and learn MORE, they can do without traditional training.

2. **Do your solutions incorporate the full benefits of true workflow learning?**
3. **Are you demonstrating direct measurable impact? This means:**
    - Are you able to measure impact targets such as: reduced time to effective performance, reduced support costs, or reduced work stoppage—to name a few.
    - If you answered 'no' to any of the above, it's time to level-up your tactical capabilities and design for the performance zone.

## COURSE OVERVIEW

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

## THE 5 MOMENTS OF NEED METHODOLOGY

The methodology is grounded in the science of limited human memory and the reality that most of our learning is done while working on the task at hand. The results of the designing process can be described as a “flipped classroom”, where employees spend more time learning while doing the job and a lot less time disrupting the flow of work to attend traditional classroom or online training.

## COURSE DESCRIPTION

In this course you will learn:

### About

- The 5 Moments of Learning Need
- Train, Transfer and Sustain
- Performance Support
- The Performance Support Pyramid
- Job Tasks Analysis
- Critical Skills Analysis

### How To

- Conduct Rapid Workflow Analysis
- Conduct Critical Skills Analysis
- Map the Workflow
- Make a Learning and Experience Plan
- Develop a Digital Coach Prototype
- Develop a Targeted Learning Prototype

### Which leads to...

- A 30% - 50% reduction in traditional classroom instruction time
- Significant increase in digital resources available to employees while they work - anywhere
- Improved workforce performance overall
- A means to measure and report meaningful business impact

This course will guide you through a highly engaging and iterative approach that addresses all the 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:

- 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.

We employ 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 (Gather, Expand, Apply, and Receive) 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 Gather to experience:

- Five live 2 hour virtual sessions that introduce you to the 5 Moments of Learning Need instructional design approach.
- Five live 1~2 hour virtual office hour sessions to answer questions before submission of assignments.
- Access to the EnABLE Digital Coach which 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.

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.

## *REGISTRATION*

Online

applysynergies.com/5-moments-of-need-design-program/

Email

brooke@applysynergies.com

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

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

## AGENDA & PRICING

All sessions are Eastern Time Zone and subject to change.

### Cycle 1: Foundation Principles

Gather Session.....Wed. 2/03, 11-1pm
Office Hours.....Wed. 2/10, 11-12:30pm
*Total Est Participant Time:* 8.5 hours

### Cycle 2: Map the Workflow

Gather Session.....Wed. 2/24, 11-1 pm
Office Hours.....Wed. 3/03, 11-12:30pm
*Total Est Participant Time: 8*.5 hours

### Cycle 3: Identify Supporting Knowledge and Determine Impact

Gather Session.....Wed. 3/17, 11-1pm
Office Hours.....Wed. 3/24, 11-12:30pm
*Total Est Participant Time: 8*.5 hours

### Cycle 4: Prove the Performance Support Concept

Gather Session.....Wed. 4/07, 11-1pm
Office Hours.....Wed. 4/14, 11-12:30pm
*Total Est Participant Time: 8*.5 hours

### Cycle 5: Create the Learning Experience

Gather Session.....Wed. 4/28, 11-1pm
Office Hours.....Wed. 5/05, 11-12:30pm
*Total Est Participant Time:* 8.5 hours

**$2,995 per participant**

Discounts are available for groups of 5+.