



Instructional Design Services

Accelerating Sustainable
Behavior Change





WHY WORK WITH AN INSTRUCTIONAL DESIGNER?

Instructional Designers connect the pieces between:

- ❧ Your **BUSINESS OUTCOMES**,
- ❧ The **BEHAVIOR** needed to achieve those outcomes,
- ❧ The **GAPS** in knowledge, skills and abilities for demonstrating the behavior, and
- ❧ The **LEARNING DESIGN** for closing those gaps.

Our Learning Design Process Delivers Measurable Results

Training is NEVER a stand-alone solution to a business goal. We take a holistic approach to instructional design.

Success Measures

We start with clearly defined business goals and criteria for measuring results.

360-Degree View

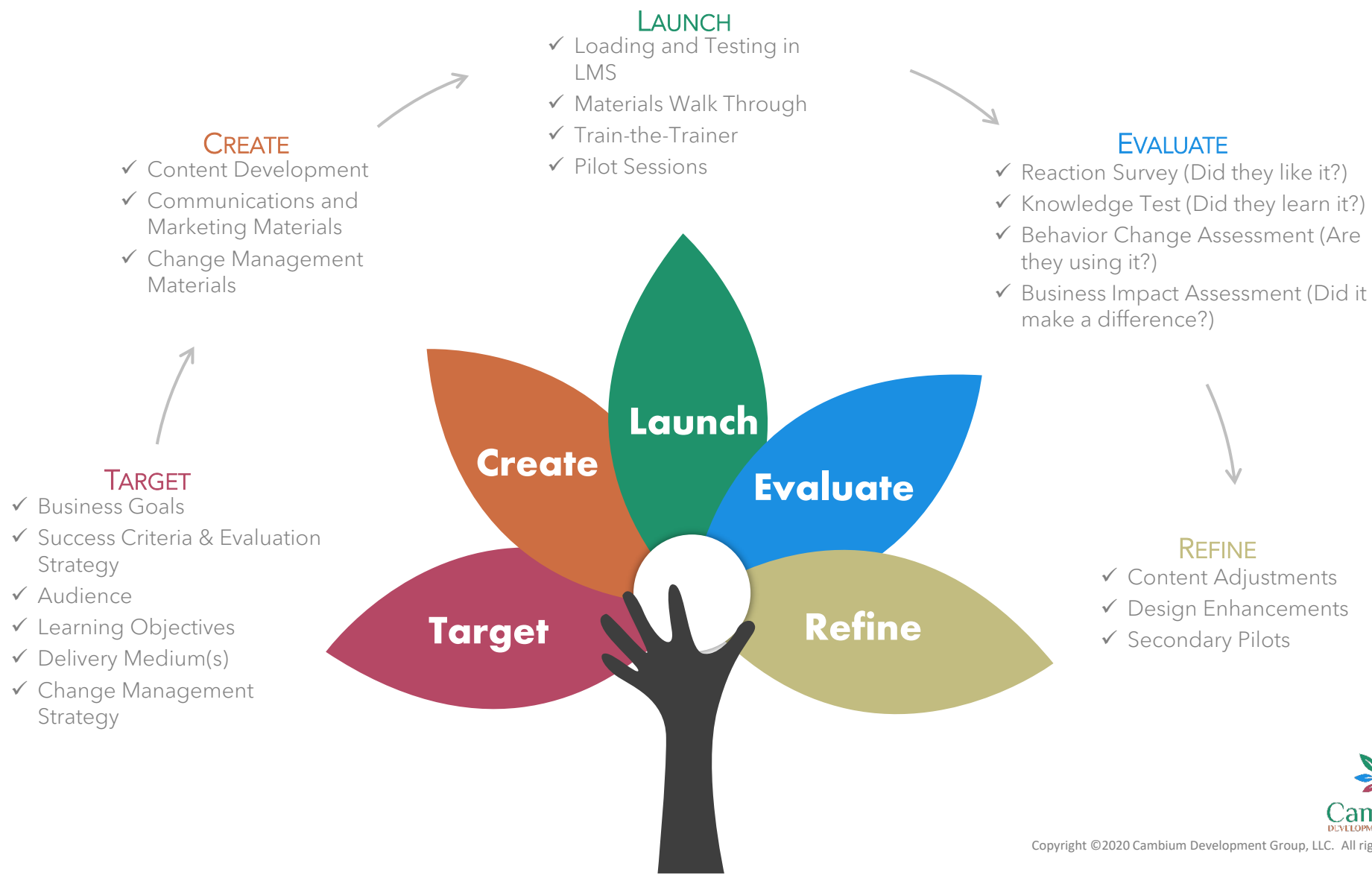
We explore the opportunities for achieving your business goals from all angles. Digging deep, we uncover the variables needed to drive results, such as changes to systems and processes needed to reinforce behavior change.

Change Management

Humans are resistant to change, no matter how great your training program is. We incorporate change management methodology into our solutions to overcome change resistance.

LEARNING DESIGN PROCESS

We begin by defining success, and follow an integrated process, ensuring the learning project delivers your desired results.



LEARNING DESIGN PROCESS

Target

All great training programs begin with the end in mind. During the Target phase, we:

- Gain a comprehensive understanding of the **end goal** and **criteria we might use to determine success**.
- Determine the **training strategy** and whether other factors outside the scope of training need to be addressed to ensure success.
- Identify the target audience, develop clear and measurable **learning objectives** for behavior change and **recommend delivery mediums**.
- Develop a **strategy for creating sustainable behavior change** long after the training event has been completed.

LEARNING DESIGN PROCESS

Create

With a clearly defined target, the Create phase involves:

- Working with subject matter experts (SMEs) to **gather information** needed for building the training content.
- Creating the training assets, such as **presentations, workbooks** and **online modules**.
- Creating materials needed to successfully launch and evaluate the training program, such as **manager talk tracks, pre-work messages, marketing materials** to promote enrollment, **change management assets** and **assessment tools**.

LEARNING DESIGN PROCESS

Launch

Once the materials have been created and approved, we move into the Launch phase.

- For online content, this phase includes working with your LMS administrators to **load and test** the course content with pilot learners.
- For instructor-led content, we work with your facilitators to walk them through the materials and facilitate **train-the-trainer** sessions with a pilot audience to prepare them for delivering the materials as well as to validate the design.
- For virtual instructor-led content, we work with your facilitators and producers to **practice with the virtual classroom technology** and coordinate their delivery approach.

LEARNING DESIGN PROCESS

Evaluate

During the Evaluate phase we deploy the assessment tools developed during the Create phase. This might include:

- Sending **surveys** and compiling **results**
- Making **recommendations** based on the results.

Some elements of the evaluation strategy will require a longer timeline before measurements can be taken, such as when measuring business results.

LEARNING DESIGN PROCESS

Refine

The Refine phase is **applied throughout the process.**

- We adjust the content and enhance the design when gathering feedback during Create.
- We make additional refinements based on feedback from facilitators and pilot learners during Launch, and if significant adjustments are needed, we will recommend a secondary pilot.
- Using information from Evaluate, we fine tune the materials further as needed.

Our end goal is to ensure you receive a training program that produces the results outlined during the Target phase.

About Us

Our Background

Amy Salapski



With over 25 years of experience in coaching, learning, and organizational development, Amy Salapski founded Cambium Development Group with a vision to empower people to achieve their absolute best. CDG works with individuals, groups, and organizations providing coaching and talent development consulting services.

Amy partners with organizations to support their learning and development needs through consulting on learning strategies and providing instructional design services. Using Accelerated Learning principles, she develops highly interactive learner-centric programs aligned to learning objectives and desired business outcomes. Amy works across multiple delivery mediums, including instructor-led, virtual instructor-led, self-directed, and quick reference formats.

CAREER SUMMARY

- Managing Partner | Cambium Development Group LLC, Aurora, OH
- Director, Associate Experience | Dealer Tire LLC, Cleveland, OH
- Rapid Design Team Lead | Key Bank, Cleveland, OH
- Director of Training and Project Management | Mortgage Information Services, Warrensville Heights, OH
- Volunteer Program Manager | Summit County Metro Parks, Akron, OH
- Environmental Education Volunteer | US Peace Corps, Blantyre, Malawi

Our Services



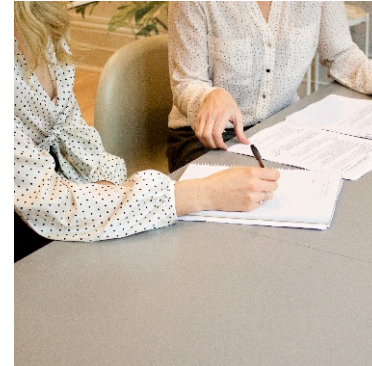
COACHING



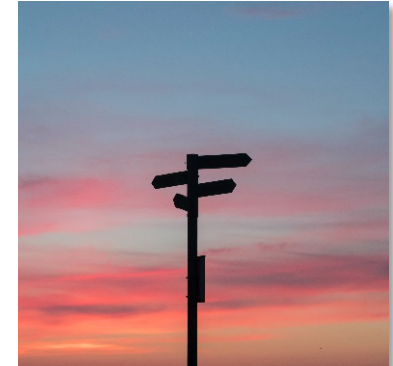
**LEADERSHIP
DEVELOPMENT**



**TRAINING
STRATEGY**



**INSTRUCTIONAL
DESIGN**



**CHANGE
MANAGEMENT**

ACCELERATED LEARNING • APPRECIATIVE INQUIRY • DISC • EMOTIONAL INTELLIGENCE

INTENTIONAL CHANGE THEORY • SITUATIONAL LEADERSHIP • ADKAR

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