

Knowtes™

A flexible and creative system for developing training materials and trainers.



All companies share a common problem...

There's simply too much information that needs to be understood by too many people in too little time.

The most important asset of any company is the knowledge held by its employees – knowledge that too often is not being adequately shared throughout the organization. Competition, Good Manufacturing Practices, Quality, and many other market factors make training a priority that is often difficult to meet.

- In-house training staffs are often too busy, and pushed in too many directions at the same time.
- Outside resources can fill the gap, but even they can be overwhelmed by the continued, high-volume needs of many organizations.

Knowtes provides a solution.

Your company needs to be able to develop effective training materials quickly, with technical accuracy, and at a minimal cost. One way to meet this need is through the people who are working for you now.

Your in-house experts – the scientists, engineers and support staff – are the best foundation for new training programs. They know the material, but they need help in two key areas:

- These experts are not trained to be trainers – to develop effective materials and present them well.
- And, they need to develop materials quickly.

We've developed training materials for scores of companies worldwide over the past 20 years – and the Knowtes system is simply the most effective way we have found for companies to produce these materials quickly and affordably in-house.

How Knowtes works.

Knowtes is a proven sequence of seminars, practice, worksheets and on-line and/or on-site coaching designed to help non-professional trainers plan and produce effective materials. Your in-house experts will learn how to quickly organize, prepare and deliver training presentations with minimal impact on their regular work.

Training design begins with an understanding of the target audience and then builds objectives, practice, content, and feedback into an effective sequence.

Knowtes is built around two 90-minute workshop sessions. At each step in the Knowtes process, your in-house experts will have a chance to practice and refine their new skills.

- Session One introduces participants to the Knowtes process and guides them through the first few steps of building their own training program.
- Between sessions, participants work on their outline and materials, submitting them as needed for on-line coaching and comment.
- Session Two demonstrates the remaining steps and helps the participants apply them to their topics.
- The final step in the Knowtes process is a series of brief one-on-one coaching sessions, on-line or on-site, to help participants refine their materials and their presentation style.

What's different about our method?

Knowtes is not a one-shot attempt to transfer skills. The multi-session/coaching format of our program gives your experts the skills and support they will need to move their knowledge into effective training programs. The skills they develop through our program will stay with them throughout their careers.

Time, money, and value are important issues in any business initiative. With minimal support from clerical staff, presentations and materials produced through the Knowtes process will meet many of the same standards as programs taking far longer to develop, and can accomplish this at a much lower overall cost.



How can Knowtles be used?

Human Resources groups use Knowtles to build a learning organization and communities of practice – sharing the knowledge of in-house experts with other internal staff.

Knowtles can also help meet the requirements of ISO, GMP, FDA, CE, and other regulatory agencies for continuous training efforts.

Marketing groups use Knowtles to build customer presentations that are involving, results-oriented information events.

Customer Support groups use Knowtles to provide the scheduled and ad hoc training their customers often request on short notice.

About the Authors

Audrey E. Bloom is an instructional designer and information architect with more than 20 years of experience helping companies discover, organize, and present information to their many audiences. Audrey's work has always focused on the unique combination of creative and practical methods that lead to long-term benefit for both the organization and the people it serves.

Jeffrey Glenn Levin has developed end user, sales, internal staff, and service training materials for large and small companies in worldwide markets since 1983, using a toolkit of practical, results-oriented methods to create effective programs.

Selected Case Studies

Tupperware Europe

Tupperware Europe Directors traveled from city to city through their respective countries, meeting with managers and motivating the local sales force. Often, they were asked to present training topics with little advance notice.

The Knowtles system allowed them to quickly assemble, prepare, and deliver training presentations without losing information quality. New examples, questions and information points could be easily recorded, and incorporated in future sessions. The system encouraged the development of a portable knowledgebase of tips, stories and product information. Knowtles's use of graphic symbols helped to overcome any language barriers and served as visual cues during training design.

BD Pharmingen

BD (Becton-Dickinson) Pharmingen is part of a global corporation involved in a broad range of pharmaceutical and scientific product development. Their need for knowledge at all levels increases with the market's need for their products. Groups of scientific staff in their manufacturing, R&D and QA departments have the responsibility of developing training materials to meet their goal of building their corporate knowledge and skills resources.

Using Knowtles, these professionals are rolling out new training materials on product awareness, laboratory technique, data recording and analysis, and many other topics crucial to their business success.

Integrated Revenue Management

This rapidly growing hospital services company was faced with the challenge of developing a series of 1-2 week courses in a very short period of time. Using Knowtles, their field staff was able to define the audiences for each course, specify learning objectives, block out the content, develop worksheets and exercises, and implement a full series of hands-on workshops.

For more information:

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