



**Commit 2 Mastery**  
Taking Your Career to the Next Level



**ISPI**  
International Society  
for Performance  
Improvement

# What Every CLO Should Know About Performance

**Current research on performance and the latest fads in the training industry.**

Make yourself stand out by being evidence-based and business minded.

# WHAT IS YOUR SITUATION



You are a CLO that is bombarded with latest “insights” from self appointed gurus?

You see that many publications in the training business are marketing and not evidence driven?

You find it difficult to keep up-to-date with scientific insight?

You want to add value to the business of your organization?

“What every CLO should know about performance” is for YOU.

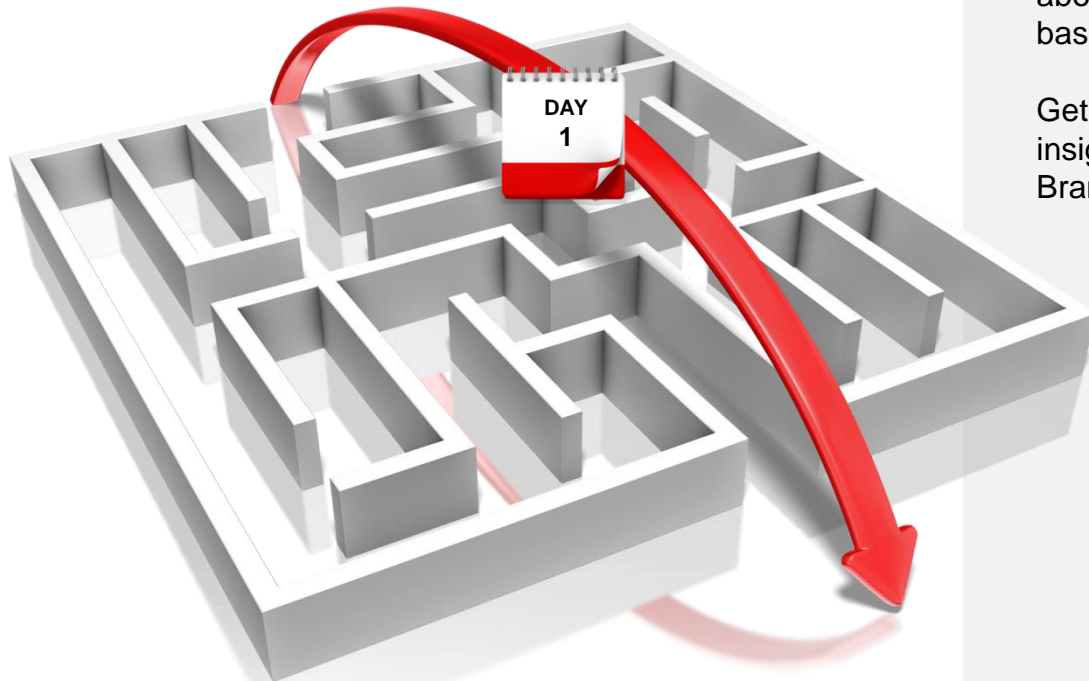
This workshop gives an overview over the latest research on hot topics in the training industry. It debugs myths as well as the latest fads that you should avoid. It showcases serious approaches that have evidence behind them. It makes you the sought after source of insight when it comes to learning and development.

In addition the workshop provides the principles and tools to connect learning with human and organization performance thus enabling you to show that you bring value “to the table”.



# WHAT IS THE COURSE ABOUT

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Managers have implicit theories when they request or judge training solutions. Instructional Designers also have theories they use to design courses. In the training industry we find many very influential pseudo-theories. Building a strong position as CLO means being able to tell truth from fad.

This highly condensed event provides an un-paralleled overview about research results that are relevant for the serious, evidence-based CLO.

Get the latest relevant research and often neglected scientific insights. Separate proven approaches from the latest fads. Brand your team as being well grounded in research.

In addition the event connects learning and performance systematically and show cases successful approaches. As CLO you get a blueprint for setting up a performance-based training & development department.

# WHAT WILL YOU GET

## COURSE CONTENT

### Part I

#### Crucial Knowledge for CLOs: Popular Concepts Revisited

- Maslow's motivation pyramid and other motivation theories
- Learning styles, discovery learning, and multiple intelligence
- Neuro myths: Right brain – left brain, multitasking, gender differences
- 70 – 20 -10 rule
- Constructivism, behaviorism, cognitivism, and neuro science
- The technological revolution in education
- Transfer of knowledge
- Evaluation

You'll get a comprehensive overview over what research tells us enabling you to debunk most myths when they come up in discussions and to guide your team to work with evidence based approaches that contribute value.

### Part II

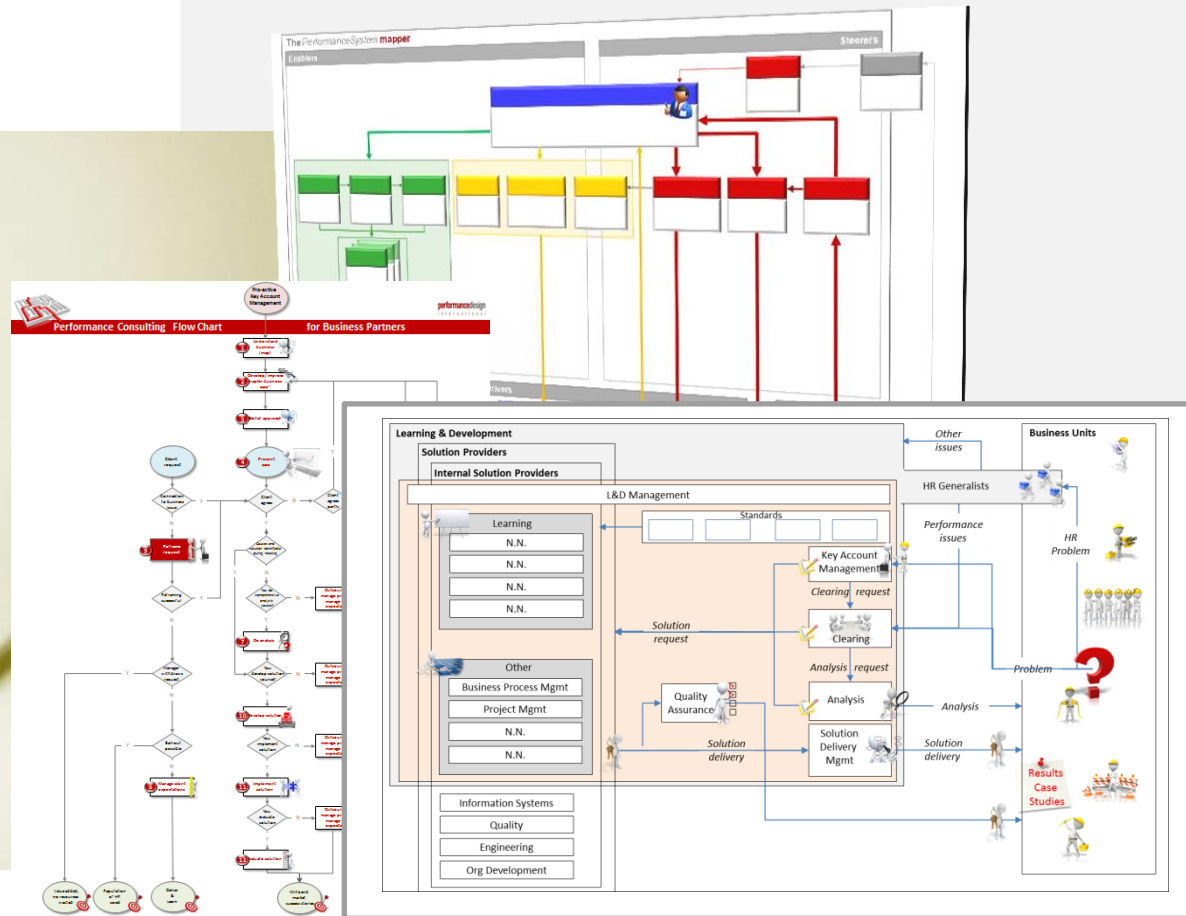
#### Learning and Performance

- How do learning and human and organization performance relate to each other: surprising insights?
- What does a serious performance improvement approach to instructional design look like?
- How to understand the difference between people and organization performance?
- A blueprint for a performance- oriented training and development department.

You will get credit points towards ISPI's CPT re-certification

# WHAT WILL YOU GET

Proven methods, scientific background and a blueprint that allow you to manage your team and department with a clear performance focus that is evident to senior management.



All presentations and handout support materials are for you to keep for your personal use.

You will get credit points towards ISPI's CPT re-certification

# WHY YOU SHOULD ATTEND

- Performance based workshop designed and delivered by experienced professional performance improvement practitioners
- Focused on proven tips, tools and techniques that will get you the required results
- Distinguishes truths from half-truths, and from myths
- Takes a systemic holistic view on instructional design and training
- Takes an integrated approach to learning, doing and showing impact
- Organized around a user-friendly approach
- Delivers a set of tools you can use immediately
- Focuses on accomplishments and business results
- Have fun in an interactive environment and learn from your peers

## Get certified

ISPI's Certified Performance Technologist Certification was established to help practitioners prove their level of proficiency; distinguish themselves among the performance improvement community; and fill the growing demand for people who can create positive impact for a wide variety of companies, industries, and organizations.

The certification process includes:

- Documentation of work examples, based on a set of standards, criteria, and code of ethics
- Rigorous peer review and evaluation of submissions, using a systematic, measurable process
- Continuing education requirements for re-certification every three years



International Society for  
Performance Improvement

Some of the work you're already doing may help you on your way to earning your CPT today. Join an exclusive group of practitioners who are making a difference for organizations in 46 countries around the world.

**ROGER ADDISON, PhD, CPT**

is an internationally respected practitioner of Performance Improvement Consulting and principal and Chief Performance Officer of Addison Consulting.

As the Senior Director of Human Performance Improvement for the International Society for Performance Improvement (ISPI) he was responsible for educational programs and implementing performance improvement systems.

Prior to his work with ISPI, Roger was Vice President and Manager at Wells Fargo Bank. His responsibilities included executive coaching and education, change management and partnering with line managers to improve performance.

# WHO ARE THE TRAINERS

**KLAUS WITTKUHN, CPT**

is managing partner of performance design international (pdi), a company specialized in performance improvement projects in industry, government, local government and NGOs.

Previously he was managing partner of a German consultancy that focused on organizational development and training based on the performance improvement methodology also. He was in Senior Management of a consultancy (800 people) specialized on financial services and his first career was in the Military where he managed training centers.

Both have been awarded the highest award of the International Society for Performance Improvement (ISPI) to recognize their achievements in methodology development and they were the first one to achieve the Geary Rummler Award for the Advancement of Performance Improvement.

They consult with Fortune 500 organizations to help them align their business requirements with bottom line results. Together they have more than sixty years experience assisting line and staff managers improve the performance of their employee, processes and organization mission and vision.

## When will the program take place?

The training will last one day from 8:30 a.m. – 5:30 p.m.

*Reception for participants will be from 8:00 a.m. – 8:30 a.m.*

## What are the terms?

The participation fee is \$795 per participant and includes:

- Re-usable handout materials developed from practice
- Buffet lunch on all three days
- Coffee, tea and refreshments

A 10% discount applies on the second and third participant from the same organization.

A 15% discount applies to every additional participant from the same organization.

Please arrange for your own accommodation.

If you have any questions before registering, please contact [info@commit2mastery.com](mailto:info@commit2mastery.com)

We will respond to your questions immediately.

# WHEN? WHERE? HOW TO REGISTER?

To register go to:

<http://www.commit2mastery.com>

If you are interested but cannot participate please use the same link.

You can leave your email address and we will inform you about other training courses to come.





# International Society for Performance Improvement

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The International Society for Performance Improvement (ISPI) and its members use evidence-based performance improvement research and practices to effect sustainable, measurable results and add value to stakeholders in the private, public, and social sectors.

We help people and organizations make a difference. To their co-workers and clients. Their communities. Their world. By providing tools and strategies for effective and universal improvement, we are helping members create bigger impact, make greater contributions, and, ultimately, make our world a better place to be.



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# BEING BETTER MATTERS

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International Society for Performance Improvement  
[www.ISPI.org](http://www.ISPI.org)