

26-27
NOV 2019

2-Day Experiential Learning Workshop
Jumeirah Hotel - Dewan 3 Meeting Room

9:00 AM
3:00 PM



KNOWLEDGE RETENTION

MEMORIZE AND PRACTICE TO RETRIEVE AND APPLY
HOW TO REINFORCE NEW SKILLS AND IMPROVE
KNOWLEDGE TRANSFER IN THE FLOW OF WORK

ORGANIZED BY
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OVERVIEW

Did you know that more than \$160 billion have been spent on designing or purchasing training programs in 2017? Meanwhile, studies show that only 10% to 20% of employees apply on the job what they have learned through formal training activities. At the source of this problem lie deep-rooted misconceptions about learning, as well as a widespread lack of sustainment activities reinforcing new skills and improving knowledge transfer in corporate settings.

In this workshop, you will discover the common pitfalls that hinder most adult learning programs. You will also learn what methods will allow you to enhance employee performance and yield better returns for each dollar invested in training.

PROGRAM OUTLINE

21st Century Learning Problems

- About the “School Model”
- Economies of Scale and “One-Size-Fits-All” Programs
- The Great Void or: What Happens Between Training and the Job
- Show Me the ROI, Jerry!

MYTH OR REALITY?

Debunking Learning Myths

- Massed Practice
- Learning Styles
- Effortless Learning and Illusions of Mastery
- Little Shop of Horrors: Our Bad Teaching and Learning Habits

Towards Memorization and Skills Mastery

- The Learning Loop: How Memorization Occurs
- Retrieval Practice to Counter the Forgetting Curve
- Three Useful Principles
- Crucial Post-Training Interventions
- Rethinking Smile Sheets

CASE STUDY 1

Air Canada's Digital Transformation

- When Technology Meets Cognitive Science
- How Employees Retrieved, Practiced and Applied New Skills
- Confidence-based Learning
- Just in Time, Just Enough
- How Performance Monitoring Will Save the World

CASE STUDY 2

La Capitale's (Insurance Company) Leadership Initiative

- Leaders? Managers? Rethinking Leadership Development
- Leadership as a Catalyst for Change: Example in the Insurance World
- Dashboards, Dashboards and Dashboards (Did We Mention Dashboards?)

WORKSHOP

Create a Reinforcement Program with the B12 Method

- B12? Like the Vitamin?
- Our Secret Sauce
- Laying out Post-Training Requirements
- Focusing on Business Objectives
- Setting up KPIs
- Prepping Remedial Activities

WHO SHOULD ATTEND

- 1 Leaders and executives who wish to dust off their training strategies and align learning programs with their business objectives

WHAT YOU WILL LEARN

In this session, you will learn to:

- Avoid the common, costly pitfalls of formal training activities in corporate settings
- Leverage findings in cognitive science to design efficient training programs, focused on solving actual business problems
- Implement simple tools to set up retrieval practice activities and maximize knowledge transfer on the job

WAYS OF HOPE

for the Modern Learner

- Artificial Intelligence and Adaptive Learning
- Mobile Learning for Memory Hacks
- A Learner-Centered Culture

2 Managers who are eager to get more out of each expense or work hour allocated to training activities

3 Instructional designers, training coordinators and HR managers who have a hand in designing or overseeing learning programs

JEAN-PHILIPPE BRADETTE

Co-Founder and CEO Apprentx



Jean-Philippe Bradette is Co-Founder and CEO of Apprentx, a company specialized in the creation of effective post-training interventions. Apprentx develops a range of web applications that help people memorize, practice, retrieve and apply what they have learned. Using technology, AI and cognitive science, their applications integrate learning into everyday life to support knowledge acquisition and improve performance. Jean-Philippe also co-founded Ellicom a company recognized worldwide for its custom training solutions.

Air Canada, Canada Post, Hydro-Québec, CN, Loblaws, Énergir, Cascades, La Vie en Rose, Jazz Pharmaceuticals, UNICEF, World Health Organisation and Maroc Télécom are just some of the clients that he has accompanied in their decisions about strategic learning and performance. These projects made creative use of technology to enable effective performance, and have earned him many national and international awards. Speaker, natural-born entrepreneur, father of twins and experienced cyclist, Jean-Philippe's mission is to make a difference in people's lives through learning solutions that facilitate their day-to-day endeavors.

PIERRE-ALEXANDRE BRADETTE

Co-Founder and VP Apprentx

Pierre-Alexandre Bradette has more than 10 years of experience in the development and implementation of customized training solutions. He has worked as a senior account manager and customer experience director for several national and international companies. He is the co-founder of Apprentx, a company specializing in knowledge retention and reinforcement strategy.



RECENT CLIENTS



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GLC is established in Kuwait since 2005 as a Limited Lia Company (WLL). GLC is ISO 9001 certified. We provide international caliber consultation, training services and solutions in industrial management; targeting oil and gas, government, communication, logistics and manufacturing sectors.



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Fill in the below application and fax it to: **+965 2246-9085**

Registrant #1

Name and Title:

Tel: Mob: Fax:

Email:

Organization: Position:

Address:

Signature:

Registrant #2

Name and Title:

Tel: Mob: Fax:

Email:

Organization: Position:

Address:

Signature:

REGISTRATION & INQUIRIES

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