Clarified Concepts

*Training employees to **write**, **present** and **communicate** simply and clearly*

2023
Course Catalog

Certified SBA WOSB Woman Owned Small Business

WHO WE ARE

WE KNOW HOW ADULTS LEARN BEST

- Expertise in Adult Learning Principles
- Engaging Instructors
- Highly Interactive Training
- Exceptional Instructional Materials

The Clarified Concepts mission is simple: **design and deliver engaging, interactive training** with **exceptional materials** and the **best facilitators.**

We have a team of six trainers and three instructional designers, each of whom has over 15 years' experience in training and development.

We have trained more than 8,000 professionals from over 50 organizations, including high tech, aerospace, government, and healthcare industries.

We consistently receive excellent evaluations from our clients. In fact, we expect at least one person in every class to say that this was one of the best classes they've ever taken.

Karen Lane is the CEO and a senior facilitator at Clarified Concepts. A former systems analyst and software trainer, she witnessed a lot of woefully bad training. Knowing that training could be so much better and much more effective, Karen formed Clarified Concepts.

Clarified Concepts is passionate about interactive, participant-centered training. Our goal is for participants to leave feeling empowered, knowing how and where to get more help, and returning to their jobs with skills they can immediately use.

"Karen has MEGASTAR WATTAGE as an instructor with instant credibility. All topics were interesting with no wasted effort or time."

Student from Writing for Results Course

SUMMARY OF COURSES

All classes available on site or live online

TOPIC	WORKSHOP	LENGTH
Writing *Communicate clearly*	▪ Writing for Results	1 day
	▪ Technical Writing	1 day
	▪ Ridiculously Effective E-Mail	Half day
	▪ Grammar, Editing & Proofreading	Half day
	▪ Writing in Plain Talk	1 day
Presenting *Master critical presentation skills*	▪ Presentation Pointers and Effective Visual Aids	1 day
	▪ Presentation Excellence	2 days
Communicating *Communicate and collaborate effectively*	▪ Assertive Communications	2 days
	▪ Working with Multiple Generations	Half day
	▪ Listening Skills	Half day
Training Others *Deliver relevant training that sticks*	▪ Trainer Tips & Tricks	Half day
	▪ Easy Instructional Design	1 or 2 days
	▪ Accidental Trainer	2 days
Class Size:	25 students max unless otherwise noted	

For More Information

To request samples, pricing, or to book a workshop contact:

Karen Lane, CEO & Senior Facilitator
Info@ClarifiedConcepts.com, 206-661-9553

GENERAL INFORMATION

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SAM Cage Code 5Z0L5

Certifications and Listings:

Federally Certified **WOSB**

State Certified **WBE**: W2F5521538

EIN: 270664650

DUNS: 831511923

WA State **UBI**: 602731947

Primary NAICs Code 611430
Professional and Management Development Training

Other NAICs Codes
541618
Other Management Consulting Services

561410
Editing and Proofreading Services

611699
Public Speaking Training

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WRITING WORKSHOPS

Communicate complicated concepts clearly and concisely so your message is understandable and relevant to your audience.

Writing for Results—Clearly and Concisely

Learn to write business communication clearly and concisely, in a way that gets the results you want. Class includes a handy cheat sheet.

Core Workshop Modules:

1. Organize your Writing
2. Understand Readers' Needs
3. Get to the Point
4. Use Active Sentences
5. Design Clear Pages
6. Avoid Common Mistakes
7. Proofread for Accuracy

Option: Bring a document to class and get individual coaching from the instructor.

Incorporates Federal **Plain Language** and Washington State **Plain Talk** Principles**.**

Writing in Plain Talk

This workshop is the government version of **Writing for Results** and covers the same material.

Technical Writing

Present technical information in a way that readers can easily understand. Add clarity and focus. Engage readers and eliminate confusion. Class includes a handy cheat sheet.

This class is great for those that find themselves writing about complex issues to a reader that may not share their expertise.

Core Workshop Modules:

1. Planning to write
2. Write to Readers' Level
3. Better Communicate Complex Issues
4. Summarize Difficult Data Clearly
5. Project Credibility and Professionalism
6. Write Clear, Crisp Instructions
7. Design for Comprehension
8. Proofread for Accuracy

Option: Bring a document to class to work on and get individual coaching from the instructor.

"I recommend that all personnel in any tech field attend this course. Their writing skills will be enhanced exponentially." – QA Inspector, U.S. Armed Forces

Ridiculously Effective Email

Learn ten easy steps to make email more efficient. Practice five powerful ways to make it more effective.

Core Workshop Modules:

1. 10 tips and techniques for Making Email More Efficient
2. Organizing the Content of your Email Message
3. Editing for Clarity and Conciseness
4. Getting What you Want . . . with Less Email Exchanged

Grammar, Editing and Proofreading

Review grammar basics in a lively class with practical examples and engaging exercises. Learn easy-to-remember solutions to common grammatical problems.

Core Workshop Modules:

1. Parts of Speech Review
2. Capitalization and Punctuation
3. Champions' Spelling Tricks
4. Common Grammatical Mistakes
5. Editing Checklist
6. Proofreading Tips and Tricks
7. Proofreading Checklist

"I'm beyond happy I came. I've finally learned what has taken years to understand. Karen is an excellent instructor and really draws you in." – Patti E., SVP Expedia

"Good grammar is instrumental in conveying ideas with clarity, professionalism, and precision."

Brad Hoover, Harvard Business Review article

PRESENTATION WORKSHOPS

Master critical presentation skills. Learn how to develop content, deliver your message with confidence, and get the response you want from your audience.

Presentation Excellence

This workshop includes plenty of hands-on exercises and practical experience. Learn and practice techniques for building presentations, perfecting your delivery, and persuading audiences. Confidently deliver your message with clarity and conviction. Great skill booster for trainers, too.

Includes at least 2 videos of student's presentations, and individual coaching and assessment.

Core Workshop Modules:

1. Design, Develop, and Organize Effective Presentations
2. Master Good Delivery Skills
3. Engage the Audience
4. Minimize Nervousness
5. Build More Effective Visual Aids
6. Handle Difficult Situations and Q & A

Number of Students: Maximum 12

What I learned in class that I will use: ***"Stand and command. I get a little nervous in front of any size group but even in that situation if I just think to myself, 'Stand and Command,' it helps me to do just that." –*** Supervisor at U.S. Armed Forces

Presentation Pointers and Effective Visual Aids

Master effective presentations and powerful visual aids in this fast-paced course. Discover PowerPoint tips to make your job easier and your presentations more interesting. Students bring hard-copy slides to class for exercises in slide makeovers.

Core Workshop Modules:

1. Organizing Effective Presentations
2. Guidelines for Visual Aids
3. PowerPoint Tips, Tricks and Features
4. Creating Slides with Impact
5. Flip Chart Finesse

COMMUNICATION WORKSHOPS

Communicate clearly and collaborate effectively with co-workers and customers. Enjoy a healthier, more productive work environment by understanding differences in behavior, judgements, expectations and attitudes.

Assertive Communication Skills

Communication, more than any other skill, determines your success both personally and professionally.

Learn direct, assertive communication skills that will get your message across while enhancing teamwork, increasing collaboration and building rapport.

Core Workshop Modules:

1. Explore Communication Styles
2. Identify and Apply Assertive Skills
3. Learn and Practice Active Listening
4. Master a Simple Formula for "No"
5. Give & Receive Feedback
6. Present Ideas Positively and Professionally
7. Deal with Difficult People and Tough Situations
8. Build and Apply Workshop Skills to a Challenging Relationship

Listening Skills

Listening is essential to effective communication. The ability to accurately receive and interpret messages is key to the communication process.

Good listening skills enhance employee morale and collaboration, customer satisfaction, productivity with fewer mistakes, and much more.

Core Workshop Modules:

1. Listening Assessment
2. Barriers to Listening
3. 5 Active Listening Techniques
4. Understanding Non-Verbal Cues
5. 4 Ways to Listen Better

"I am not naturally assertive. Learning that you can be direct, yet respectful, was a new perspective for me. This was a great class!" Washington state employee

Working with Multiple Generations

Can't we all just get along? Explore differences in work habits, values, communication styles, goals and motivators across generations.

Learn how to work amicably and efficiently with any age. Attract, retain and motivate a blended workforce.

Core Workshop Modules:

1. Recognizing the 4 Generations
2. Workplace Characteristics
3. Drivers and Values of Each
4. How Generations Define Success
5. Coaching and Managing Employees of Different Generations

"I think what we learned in this course will greatly improve collaboration in my unit. It was excellent."
U.S. Armed Forces employee

"The most important thing in communication is hearing what isn't said."

Peter Drucker

TRAIN-THE-TRAINER WORKSHOPS

Deliver relevant training with impact. Understand the dynamics of adult learning, design compelling and "sticky" content, and master core concepts of training delivery.

The Accidental Trainer

This workshop is for the employee who is called upon to deliver training but has no formal training in instructional techniques.

Core Workshop Modules:

1. Creating Active and Engaging Training
2. Promoting Learner Participation and Retention
3. Establishing a Climate for Learning
4. Understanding How Adults Learn
5. Creating Learning Objectives
6. Designing, Developing, and Structuring Content
7. Managing the Q & A

Number of Students: Maximum 16

"It helped cement concepts in my mind and gave me confidence in the right way to train. The instructor was a great model of how to be an excellent trainer and facilitated the training sessions above and beyond my expectations."

Easy Instructional Design

Participants incorporate principles of adult learning while organizing and building a training module. Hard-copy and electronic course design templates provided.

Core Workshop Modules:

1. Fast-Path Instructional Design
2. Needs Analysis Questionnaire and Checklist
3. Specific and Complete Learning Objectives
4. Completing the Instructional Design Template Using Adult Learning Principles
5. Designing Course Materials
6. Evaluation Options and Effectiveness

Trainer Tips & Tricks

This half-day class helps trainers and SMEs bring their sessions to life. Develop an arsenal of memorable training activities, tips and resources to make your job easier and keep participants involved and engaged.

Core Workshop Modules:

1. Strong Openers and Closers
2. On the Spot Student Assessment
3. Favorite Activities
4. Technical Snafus and Plan B
5. Resources Every Trainer Should Know
6. The Indispensable Trainer Toolkit

"I am always ready to learn although I do not always like being taught."

Winston Churchill

TRAINING METHODS & MATERIALS

At Clarified Concepts we take a ***participant-centered*** *and* ***results-focused*** approach to learning.

Instructors model what they teach, and students practice what they learn in class. Our workshops use a blend of training methods listed below to engage participants and reinforce learning.

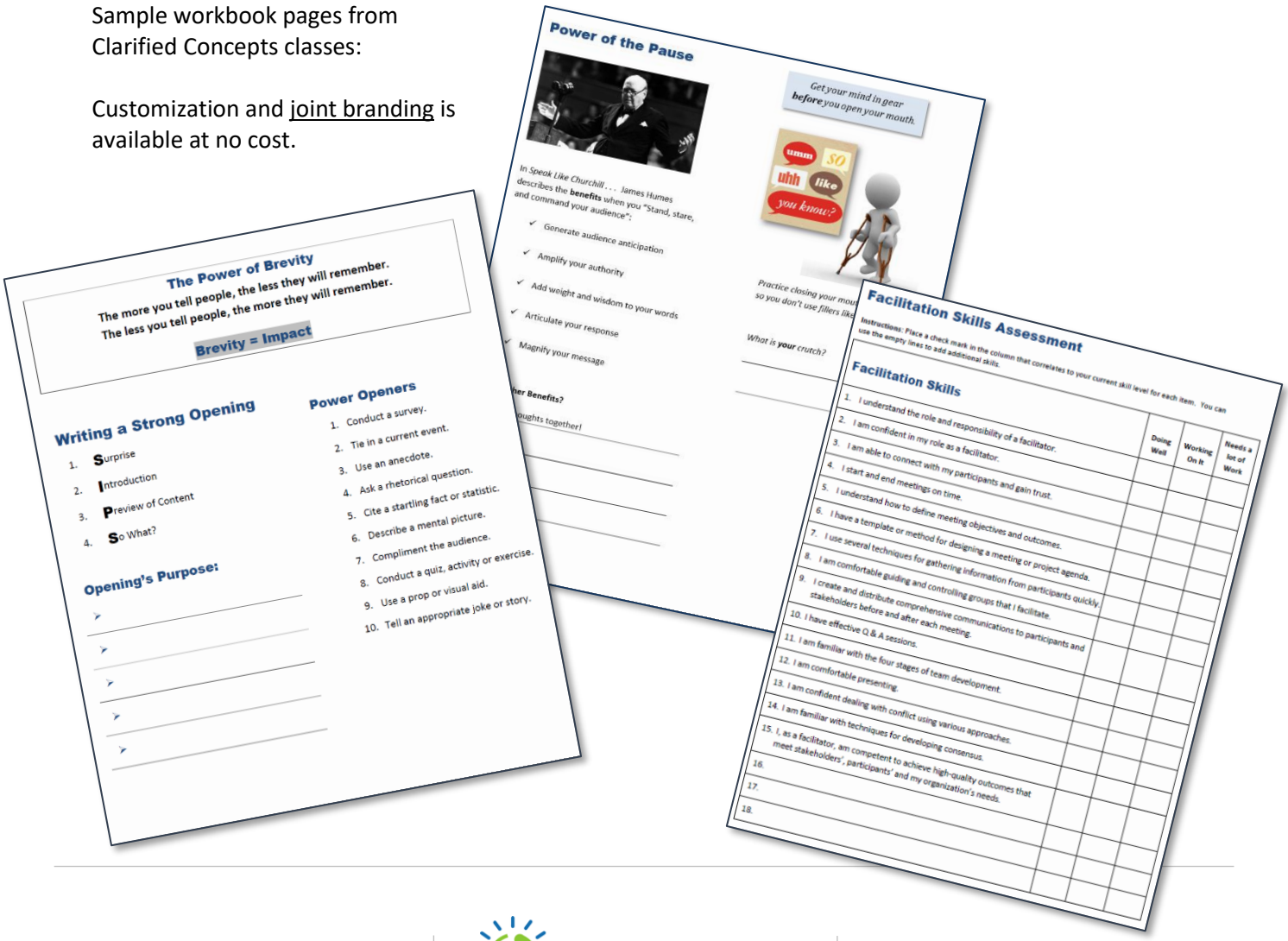
- Self-Assessments
- Role Play
- Case Studies
- Lecturettes
- Video & Video Recording
- Coaching
- Individual and Group Feedback
- Small & Large Group Discussions
- Participant Presentations
- Interactive Participant Activities

Participant Workbooks

Workbooks are easy to understand, thorough, interesting, and creative. They help participants engage in the learning material in an organized and memorable way. They also serve as a handy reference afterwards, and are typically spiral-bound.

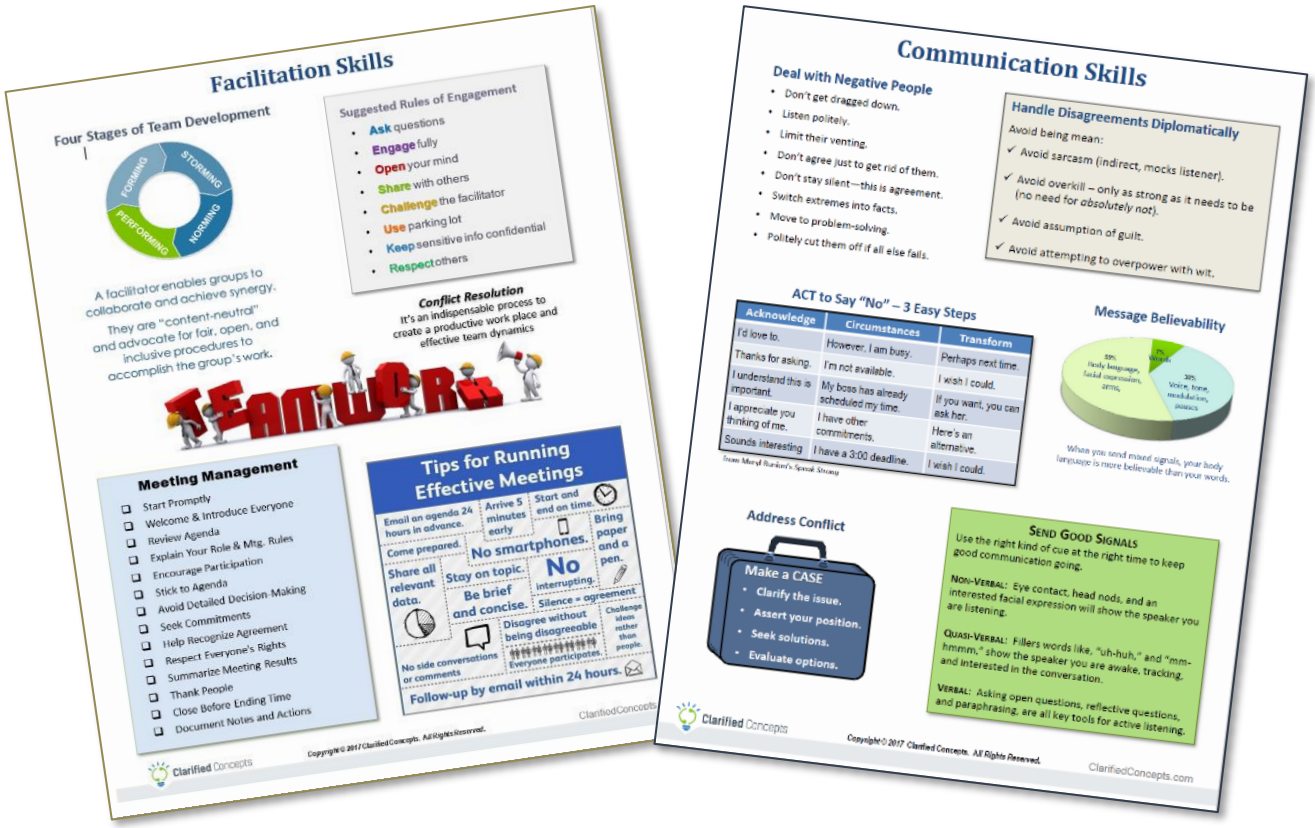
Sample workbook pages from Clarified Concepts classes:

Customization and joint branding is available at no cost.



Quick Reference Guides (QRG)

These double-sided, one-page cheat sheets are for participants to use ***on-the-job, as quick reminders*** of what they have learned. They are printed in color, on card stock for durability.



Handouts

Our handouts are ***creative*** *and* ***compelling ways to disseminate additional information*** such as recent studies, relevant articles, current events or case studies.

PowerPoint Presentations

Our PowerPoint Presentations serve as a *backdrop* to allow participants to visualize what is being taught. They are effective and compelling, but our focus is participant-centered learning; PowerPoint is not the key learning tool.

TRAINING METHODS & MATERIALS *(continued)*

Action Plans

Participants take ownership of their learning by creating an Action Plan. Their action plan reinforces what they've learned and measures their growth and achievements. Participants include important tips from class that will help them back on the job. They walk away from each course with a plan for their future success!

Assessment & Evaluation Tools

- **Assessments –** Each class includes an initial self-assessment to ensure students know where they are headed, what they need to improve, and what they want to get out of class.
- **Quizzes and Activities** – Clarified Concepts' instructors continually gauge what participants are learning through ad hoc quizzes and activities. Instructors watch for participants who are behind, confused or who need an extra boost.
- **Evaluations** – These are scored and analyzed at the end of each course. Evaluations, comments and suggestions are included in CC's strategic planning of courses, course materials, and instructor reviews. All copies are provided to your training program manager.

ONSITE TRAINING

The workshop overviews found in this catalog suggest course length, learning modules, and program flow. For most of our clients, these descriptions are a starting point. If you don't see what you're looking for, please call us. We frequently develop new offerings at the request of our clients.

BENEFITS OF ONSITE TRAINING

Generally, onsite training is cost effective when you have 7 or more employees who require similar training. Take advantage of these benefits:

- Educate staff at a substantially lower per person cost.
- Eliminate the "down time" and expense associated with travelling.
- Save time in the classroom, as programs are focused on your business.
- Programs are customized to meet your training needs.
- Location, hours and dates (including evenings and weekends) are flexible.
- Interact directly with your instructor prior to the workshop.

PRICING

Our prices vary depending on the complexity of a project or additional customization required to prepare and deliver a program. Please see the enclosed pricing schedule for our standard rates. Onsite training prices include:

- ✓ Training delivered virtually or to a group at your location.
- ✓ Pricing per group, not per person.
- ✓ Trainer onsite, with flexible daytime and evening availability as needed.
- ✓ Local travel included. Global travel negotiable.
- ✓ Student handouts or workbooks, including editable PDFs for virtual classes.
- ✓ Quick Reference Guide/Cheat Sheet.
- ✓ Addition/Subtraction of desired modules and up to 8 hours of customization.
- ✓ Pre- and post-work packages to extend learning beyond the classroom (optional).

See separate pricing sheet for details.

Other course creation, design, consultation or customization requests priced individually.

Organizations Clarified Concepts has trained:

Microsoft
Bill & Melinda Gates foundation
Boeing
AMA American Management Association
NASA
Starbucks Coffee
USA Today
Dell
U.S. Department of the Navy
Seal of the State of Washington 1889
McKinstry For The Life Of Your Building
Northrop Grumman
Kaiser Permanente
Safran MorphoTrak
NYSE

Could your existing training be more engaging, relevant and memorable?
*Call for a **free** consultation on one of your existing courses!*
(206) 661-9553

Clarified Concepts
www.ClarifiedConcepts.com