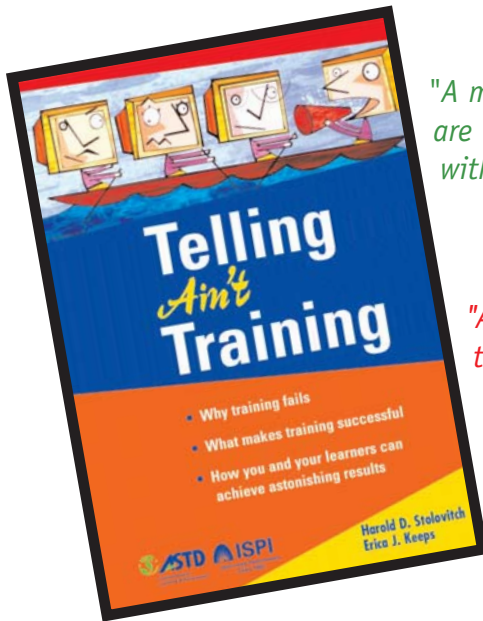


Telling Ain't Training

by Harold D. Stolovitch and Erica J. Keeps



"A must have...Telling Ain't Training is chock-full of interactive, practical ideas that are easily grasped and can be immediately applied. Don't create your next class without it!"

Chuck O'Keefe, National Manager, Curricula and Operations,
University of Toyota, School of Retail Professional Development

"A critical topic delivered in a compelling way. I can see how this book will elevate the conversation about learning and performance."

Dr. Allison Rossett, Professor of Educational Technology, San Diego State University

"Superbly researched and fun to read. This book will soon be on every practitioner's 'must have' list. Harold and Erica at their very best!"

James J. Hill, Ed.D., Director, Sales Acceleration, Sun Microsystems

"This practical, innovative, and well researched book on how we all learn makes this book an invaluable tool for all learning and performance professionals. As a former Vice President of Training and Change Management, I would have made the book mandatory reading for trainers, coaches and managers, had it existed. Well done!"

Michel Desjardins, Senior Vice President, BDC Consulting Group, Business Development Bank of Canada

"This is a great book and it will change your perceptions about teaching. I have always listened carefully to what Harold and Erica have to say on this subject. Now I have what I always wanted - a readily accessible Harold and Erica. A convincing, fun, and interesting read."

J. Kimball Dietrich, Associate Professor, Finance and Business Economics, University of Southern California

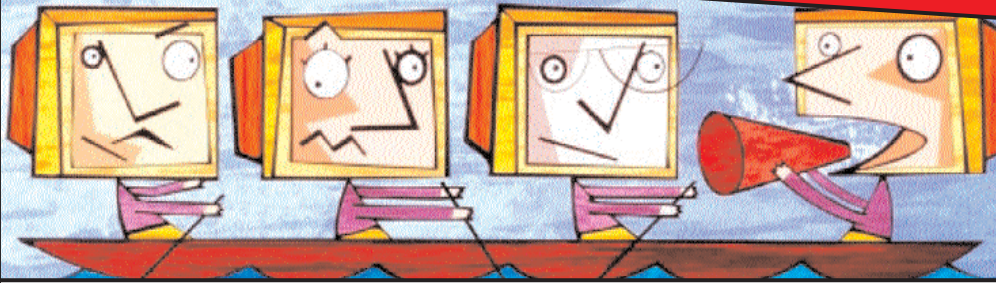
Telling Ain't Training tackles the three universal and persistent questions of the profession of performance improvement – how do learners learn, why do learners learn and how do you make sure that learning sticks. It deliberately avoids the one-way communication of “telling” trainers how to be more effective. Instead, it uses an interactive approach which models the basic message of the book – humans learn best through active mental engagement. The ultimate goal of the book is to allow the reader an opportunity to break through learning barriers, to separate learning myth from research-based facts and to dispel counterproductive beliefs and practices that harm the instruction process.

\$38.95 U.S.

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**If you would like to order an autographed copy,
visit www.hsa-lps.com**

Telling Ain't Training:



The Workshop

NEW! *Telling Ain't Training*, the book, has become a runaway bestseller. The reviews are great! Now, based on the book, HSA is offering *Telling Ain't Training: The Workshop*. It's aimed at trainers and instructional designers in your organization. This exciting, fast-paced, fun workshop practices what the book preaches.

Tantalizing Topics:

- Enhancing learner receptivity
- Good classes...and bad
- The Trainer's Mantra
- Adult learning principles
- A universal model for immediate training success
- 10 design principles for supporting training delivery
- 10 non-telling techniques
- If I know so much, why can't I make people learn?
- Video training practice and feedback
- Testing 1...2...3

Leave the Telling Ain't Training Workshop Able to:

- Capture learner attention right from the start and enhance receptivity to new learning.
- Transform dull info dumps into productive learning sessions.
- State the Trainer's Mantra and explain its underlying scientific base.
- Name, explain and apply key adult learning principles for designing and delivering effective training.
- Develop and deliver a high-probability-of-success training session based on an easy-to-use five-step model.
- Apply 10 design principles for creating training support materials that enhance learning and retention.
- Apply 10 techniques for transforming telling to training.
- Describe how people learn from a physiological and psychological perspective.
- Identify and describe barriers persons with strong subject-matter expertise create for new learners.
- Develop tests that enhance learner competence and confidence.

Key Workshop Features:

- High interactivity and participation
- Based on research in learning
- Two video practice sessions with personalized, individual feedback
- A training session planning tool you can immediately apply
- A wide variety of learning activities

Take-Aways - Participants receive a comprehensive participant manual and numerous job aids for use back in the workplace.

Follow-Up - Participants are also included on a mailing list that provides follow-up information, tools and support to assist them in developing their training skills beyond the workshop.

Schedule Now - It's not too soon to schedule your in-house Telling Ain't Training Workshops for 2003.

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