



**DESIGNER**  
*Certificate*

# 5 Moments of Need™ Certificate program

**November 2019**

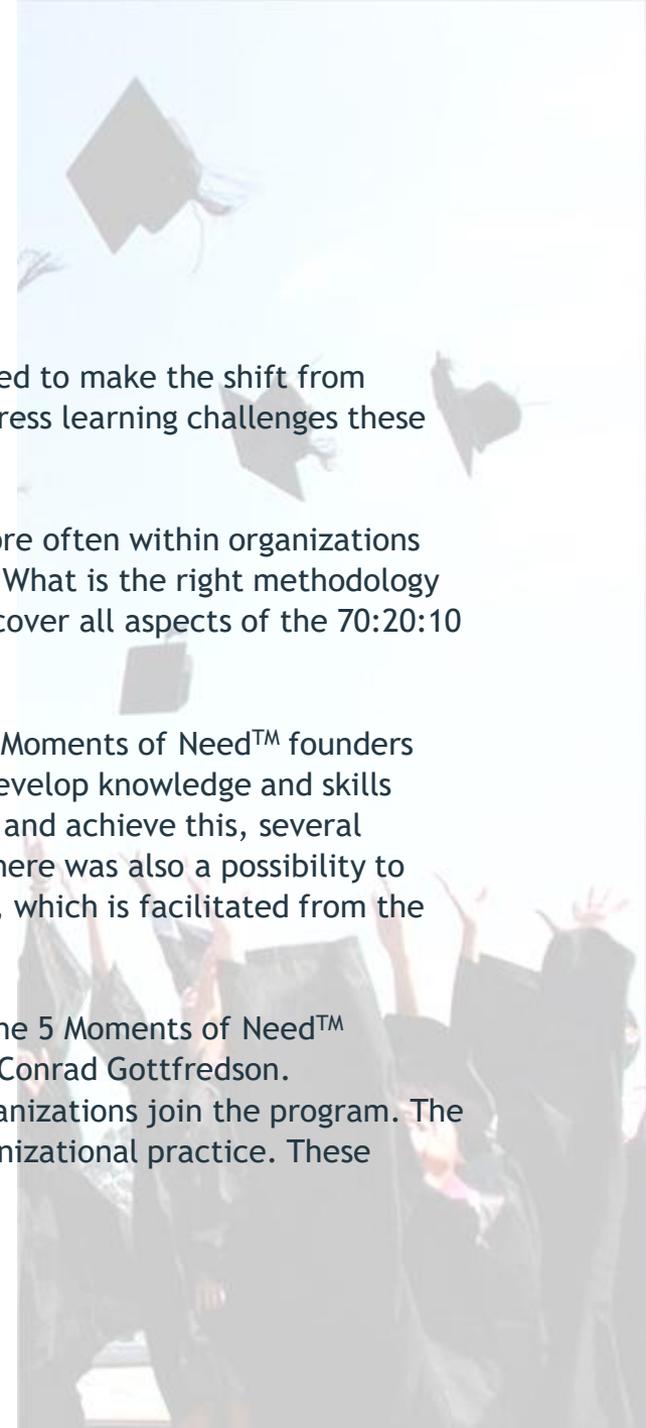
# Introduction

Learning & Development professionals are more and more confronted with the need to make the shift from traditional learning interventions to integrated workplace learning when they address learning challenges these days.

Terms such as 70:20:10, workplace learning and Performance Support are used more often within organizations inside and outside the Netherlands. The challenge for L&D-professionals is 'how': What is the right methodology and approach to design and develop efficient workplace learning solutions which cover all aspects of the 70:20:10 spectrum?

The 5 Moments of Need™ Academy Europe established a program together with 5 Moments of Need™ founders Bob Mosher and Conrad Gottfredson. This program contains several activities to develop knowledge and skills about workplace learning to further enhance this in the Netherlands. To facilitate and achieve this, several seminars and workshops with Bob Mosher were organized in the past few years. There was also a possibility to participate through open registration in the virtual 5 Moments of Need™ program, which is facilitated from the US twice per year.

The 5 Moments of Need™ Academy Europe also offers a special Dutch version of the 5 Moments of Need™ program, in collaboration with the founders of the methodology: Bob Mosher and Conrad Gottfredson. Learning and Developments specialists and employees from all types of Dutch organizations join the program. The participants work hands-on on a specific case which is relevant for their own organizational practice. These practical assignments can be developed in either Dutch or English.



# Program description

The course is based on the '5 Moments of Need™' approach which includes five moments that learners are confronted with in their learning and performance lifecycle:

1. When you learn something for the first time
2. When you want to learn more
3. When you try to apply or remember
4. When something goes wrong
5. When something changes

In this program you learn:

## About:

- The 5 Moments of Learning Need
- Train, Transfer and Sustain
- Performance Support
- De Performance Support Pyramid
- Rapid Workflow Analysis
- Critical Skills Analysis

## How:

- To conduct Rapid Workflow Analysis
- To conduct Critical Skills Analysis
- To map the workflow
- To develop a Learning Experience and Performance Plan
- To develop a Performance Support Proof of Concept

We teach you how to develop real workplace learning solutions. Based on the 5 Moments of Need™ methodology we design and develop a workplace learning solutions that covers both the formal learning (the '10' in 70:20:10) as well as the support of effective performance in the workflow (the '70' and 20').

The program for Dutch organizations contains a combination of virtual trainings and physical workshops by an experienced Dutch 5 Moments of Need™ consultant, online sessions with Bob Mosher and Conrad Gottfredson and the development of a practical assignment which is relevant for the participant

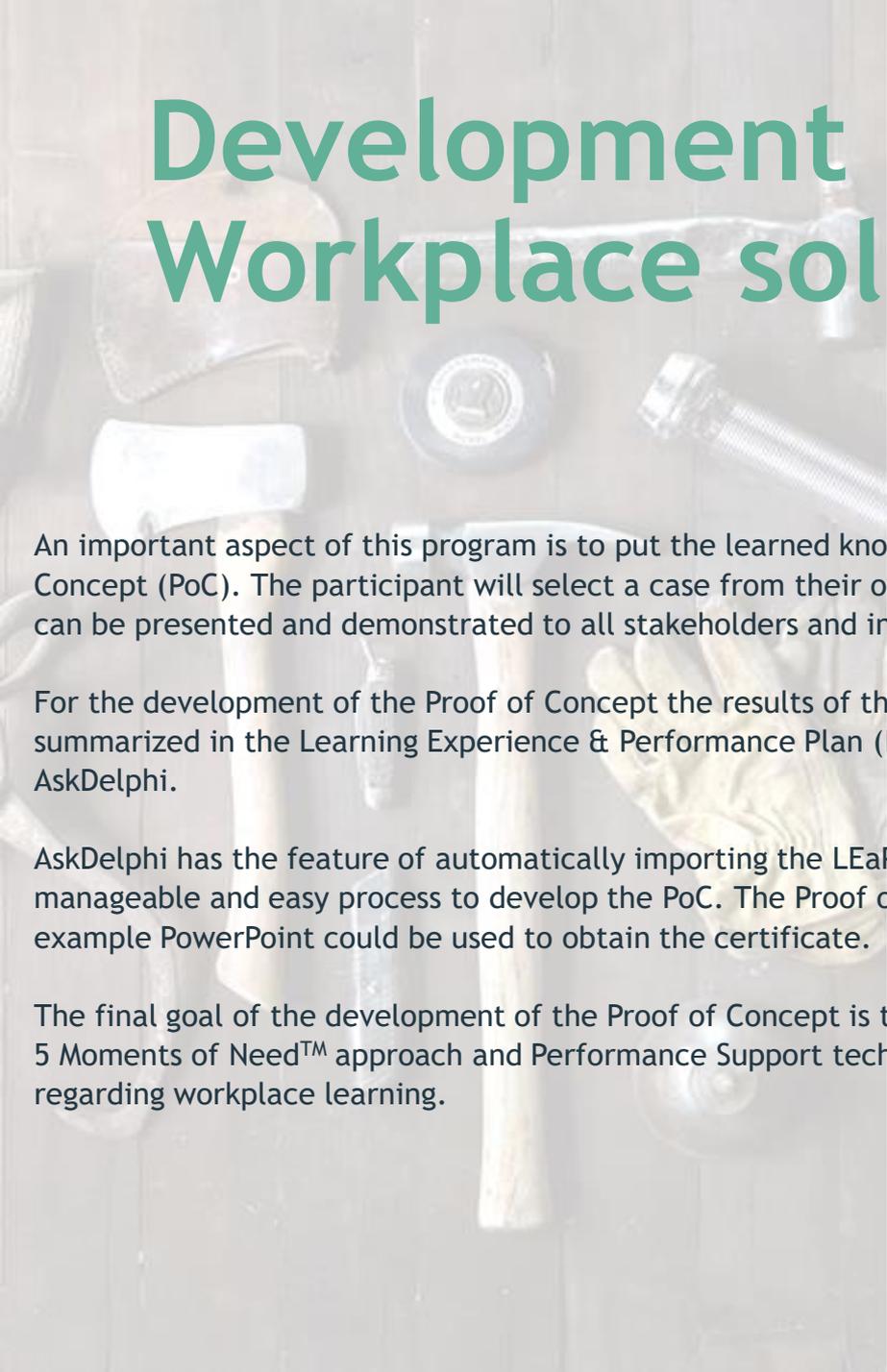
# Structure

This program is unique, because besides a few virtual sessions with the founders of the 5 Moments of Need™ methodology, Dr. Conrad Gottfredson and Bob Mosher, the majority of the program is delivered in the Dutch language and also the practical assignments are created in the Dutch language. The program contains developing the designed Learning Experience & Performance Plan in a Proof of Concept. Participants will be able to access this custom-made Proof of Concept until two months after the program ends, to show it in their organization to all relevant stakeholders.

During the weeks in which you are guided through the 5 Moments of Need™ methodology, you can expect:

- Virtual- and classroom sessions to introduce and explain the 5 Moments of Need™ methodology to you;
- Workshop sessions in the Netherlands and in Dutch to support and guide you when you apply the ‘5 Moments of Need™’ methodology in your practical assignment;
- Access to the Performance Support technology ‘AskDelphi’ in which the designed Learning Experience and Performance Plan will be developed into a Proof of Concept during the program, until two months after obtaining the certificate;
- During the complete program you have access to the EnABLE Performance Support environment, in which all materials, cases, best practices and examples are included which can be used to complete the program.

In order to fully complete the program and obtain the certificate, all assignments have to be finished and positively evaluated. Dutch 5 Moments of Need™ consultants will evaluate the assignments in cooperation with Dr. Conrad Gottfredson from Apply Synergies US.



# Development Workplace solution

An important aspect of this program is to put the learned knowledge and skills into practice in a 5 Moments of Need™ Proof of Concept (PoC). The participant will select a case from their own work practice and develop a suitable Proof of Concept which can be presented and demonstrated to all stakeholders and interested colleagues within their organization.

For the development of the Proof of Concept the results of the Rapid Workflow Analysis and the Critical Skills Analysis are summarized in the Learning Experience & Performance Plan (LEaP), and translated to the Performance Support system AskDelphi.

AskDelphi has the feature of automatically importing the LEaP file which is developed within the program. That makes it a very manageable and easy process to develop the PoC. The Proof of Concept can also be developed in another technology, or for example PowerPoint could be used to obtain the certificate.

The final goal of the development of the Proof of Concept is to make sure that all participants have enough experience with the 5 Moments of Need™ approach and Performance Support technology, to independently plan and conduct follow-up projects regarding workplace learning.

# Planning

<b>0. Introduction</b>	's-Hertogenbosch 12-11-2019 09:30 - 12:30			
<b>1. Map the workflow</b>	<b>Theory</b> Virtual 19-11-2019 09:30 - 11:30	<b>Dialogue with Bob Mosher</b> Virtual 26-11-2019 16:00 - 17:30	<b>Let's get started!</b> 's-Hertogenbosch 06-12-2019 09:30 - 12:30	<b>Feedback</b> Virtual 10-12-2019 09:30 - 11:30
<b>2. Determine the impact</b>	<b>Theory</b> Virtual 17-12-2019 09:30 - 11:30	<b>Let's get started!</b> 's-Hertogenbosch 07-01-2020 09:30 - 12:30	<b>Feedback</b> Virtual 14-01-2020 09:30 - 11:30	
<b>3. Design the LEaP</b>	<b>Theory</b> Virtual 21-01-2020 09:30 - 11:30	<b>Dialogue with Conrad Gottfredson</b> Virtual 28-01-2020 16:00 - 17:30	<b>Let's get started!</b> 's-Hertogenbosch 04-02-2020 09:30 - 12:30	<b>Feedback</b> Virtual 11-02-2020 09:30 - 11:30
<b>4. Proof the Concept</b>	<b>Building the Proof of Concept</b> 's-Hertogenbosch 03-03-2020 09:30 - 16:30	<b>Building the Proof of Concept</b> 's-Hertogenbosch 10-03-2020 09:30 - 16:30	<b>Building the Proof of Concept</b> 's-Hertogenbosch 17-03-2020 09:30 - 12:30	
<b>5. Final presentation</b>	's-Hertogenbosch 24-03-2020 13:00 - 17:30			

# Investment

## 5 Moments of Need™ blended Certificate Program for Dutch Learning & Development professionals

- Virtual workshops facilitated by Apply Synergies (Dr. Conrad Gottfredson and Bob Mosher);
- Workshops in Den Bosch under supervision of experienced Dutch 5 Moments of Need™ consultant;
- Development of a Proof of Concept, in which we will work on a workplace solution for a topic relevant to your organization;
- Proof of Concept in AskDelphi (optional you can use an alternative technology), with access until two months after obtaining the certificate;
- Final session in which all developed Proof of Concepts will be presented and demonstrated by all participating organizations;
- The program has a time frame of about 6 months;
- Time investment for each participant has a total of 60 to 80 hours;
- Maximum of 16 participants in each group;

To obtain a “5 Moments of Need™ Designer” and successfully finish the program, a **minimum of 75%** attendance for all sessions is required.

**Costs for each participant: € 2.475,-**





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**For more information:**

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