



## What To Expect in 2017!

### Fundamentals for Professional Trainers

Back once again, this high-value, low-cost ATD Sacramento standard (with our own Katrina Kennedy) fills up every year. Get your registration in now. Class is June 7-9, 2017.

### Two NEW Courses in 2017

**Influence, Persuade, Nudge: *Master the Science of Getting People to Take Action (For Training Professionals)*** Based on the sold out workshop from 2016, Bruce Winner brings the science of choice architecture to trainers in a one-day interactive workshop format. August 25, 2017

### The Trainer as Graphic Designer

You asked Katrina Kennedy for a course for tools, tips, and techniques for creating powerful handouts, visuals, and power points... and she delivered. This unique half-day workshop will be conducted in a computer lab for maximum applicability. Friday, Oct 6 2017

## BACK BY POPULAR DEMAND!

Ready to LEVEL UP your training game? 2017 is your year for talent development. Katrina Kennedy is back again with "Fundamentals" and a NEW program for anyone wanting to make more impactful handouts and visuals. Katrina has built a following at ATD Sacramento and throughout Northern California. She is known locally as the "trainers' trainer." She has built the chapter's Fundamentals pro-gram into one that has now positively impacted over 200 ATD Sacramento members.

In November of 2016, Bruce Winner presented "Nudging: The Behavior Changing Superpower that Training Professionals Can't Afford to Ignore" to a sold out crowd of ATD Sacramento members. Bruce has created a one-day workshop based on the same nudging principles that he is now offering to training professionals, as well as supervisors and managers in many organizations.

Go to [www.TDSac.org](http://www.TDSac.org) for more information about the programs and registration.



# Classes for 2017

## **THE TRAINER AS GRAPHIC DESIGNER: Tools, Tips, and Techniques For Creating Powerful Handouts, Visuals, & PowerPoints**

This workshop will help you use graphic design principles to create your best materials yet. The course will be taught in a computer lab for hands on, immediate learning

### **YOU WILL:**

- ✓ Identify six design principles that make materials more engaging for the learning.
- ✓ Create a powerful PowerPoint slide using hidden features including timing, animation, and fade.
- ✓ Critique existing materials for common errors -- both yours and fellow learners.
- ✓ Explore design resources to use when you return to the workplace.

**Friday , October 6, 2017 from 8:30AM-4:30PM**

1410 Ethan Way, Sacramento @ the Los Rios CCD's Workforce and Economic Development Center.

## **NUDGE: Master the Science of Getting People to Take Action**

You work hard to influence change and learning in your organization. Are you looking for skills and techniques to get people to take action?

The workshop is based on scientific findings from best-selling books like *Nudge*, *Predictably Irrational*, and *Pre-suasion: A Revolutionary Way to Influence*.

### **YOU WILL:**

- ✓ Practice an entirely new way to influence the behavior of employees (and even your clients)
- ✓ Become skilled with a four-part model of influence that can be used in virtually any situation when you want to influence or persuade
- ✓ Determine how, where, and when to apply the "nudge" method for maximum effectiveness
- ✓ Execute a "nudge" (start to finish) several times during the workshop

**Friday, August 25, 2017 from 8:30AM-4:30PM**

1410 Ethan Way, Sacramento @ the Los Rios CCD's Workforce and Economic Development Center.

## **Don't Miss The Fundamentals for Professional Trainers!**

**June 7,8,9 from 8:30AM-4:30PM**

This is ATD's popular course perfect for new trainers or those looking to sharpen their skills. Class fills fast, don't miss your spot!

**Register at [tdsac.org](http://tdsac.org)**