



STEVE FRIEDLAND ASSOCIATES

MANAGEMENT CONSULTING • EXECUTIVE COACHING • TRAINING

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Coaching and Train-the-Trainer Series

iMODEL!® An Advanced Coaching and Training Method

"Tell me, I forget. Show me, I remember. Involve me, I understand."—Ancient Eastern Proverb

Steve Friedland translated this ancient Eastern proverb into a proven innovative coaching and training instructional method that helps increase adult learner's engagement and accelerates their transfer of learning. This interactive workshop is designed for managers, supervisors, trainers, or coaches to learn how to design and deliver the iMODEL® method for use in coaching or training diverse employees. Participants will learn how to incorporate this method into competency development or skill-based programs in leadership, diversity, interviewing, performance management, supervision, ethics, facilitation, interpersonal communications, customer service, teamwork, stress management, training, performance coaching or counseling skills.

Key topics include:

- Adult learning principles and the iMODEL® instructional process
- Instructional and coaching design applications of iMODEL® for use with a range of professional development programs, coaching, or on-the-job performance improvement
- Design and delivery of the iMODEL® instructional method
- Tools and resources for creatively adapting the iMODEL® instructional method for diverse in-house competency-based training and coaching programs

As a result of this program, participants will have the knowledge, skills, and tools to use the iMODEL® instructional method for applications in diverse competency-based 'soft-skills' performance coaching or training programs.

CORE COMPETENCIES: Assessment, Coaching, Communication, Competency Modeling, Diversity, Instructional Design, Leadership, Training, and Presentation Skills.

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"iMODEL! is an innovative and unique training strategy that provides a bridge between the head-knowledge I was training and the heart knowledge of application. I used the iMODEL! method in a blended learning supervisory training program to demonstrate the power of the supervisor in influencing the staff's reaction to change. The class nailed everything!"

--Erling "Len" Fredrickson, Training and Information Div., University of South Carolina

"His iMODEL! teaching method and training programs accelerate adult learning and competency, have many compelling exercises, and reach a diverse audience in a relatively short period of time."

--Dale Hotaling, Director, Western Ohio Regional Training Center