



## Learn how to land the big one. (Idea, product, strategy, you name it.)

### LearningConnect Training

#### Objectives

- a working understanding of IdeaConnect's facilitative process for Qualitative Research
- learning basic facilitation and recording techniques to support effective group work
- practice facilitating and responding, using our magical (well, kinda) Graphic Templates and tools

#### Who should attend?

- Market Research professionals
- Moderators
- Advertising Agency professionals
- Facilitators
- Internal and external consultants
- Organizational, team, group, or project leaders

**Custom workshops** for organizational teams are also available. Please [contact us](#) for details.

We are excited to announce our expanded LearningConnect® Training Program. We are now offering course study toward Certification as a LearningConnect® Master Facilitator.

The series includes 3 levels of LearningConnect® Facilitator training:

#### LCF 100 Level – **Fundamentals of LearningConnect®**

This foundational training provides an introduction and overview of the basic principles and practices of facilitating LearningConnect®; basic facilitation and recording techniques to support effective group work; practice with LearningConnect® graphic templates; introduction to use of visuals and storytelling; working understanding of the LearningConnect® process.

#### LCF 200 Level – **Advanced LearningConnect® Principles & Practice**

*Prerequisite LCF 100 Fundamentals of LearningConnect® and strongly recommend several projects with in-field experience.* This training activates deeper levels of Facilitation Mastery with theory and practices to build experience and confidence working in the realm of organizational learning; effective practices supporting multifunctional and diverse teams through a team learning process; specific focus on design and facilitation of LearningConnect® Stages 5-7, Analysis & Synthesis, Sharing & Building, and Action Planning.

www.  
EXPERIENCEAHHA  
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Cary, NC 27518



### LCF 300 Level – **Independent Field Based Practice**

*Prerequisite LCF 200 Advanced LearningConnect® Principles & Practice.*

This in-the-field practice will be jointly defined by you and the Creators of LearningConnect®; 10 hours of coaching is included in the cost. A written report summarizing your field based practice and learning will be required for certification as a LearningConnect® Master Facilitator. Additional coaching hours available at \$125 per hour.

Benefits of Certification as a LearningConnect® Master Facilitator:

- Provides you with the added credibility of achieving this level of Mastery as you facilitate LearningConnect® within your organization or as an external facilitator
- Your name will be listed with a link on our website
- Membership in the LCF Community of Practice – a network of facilitators to share with and learn from
- Priority access to the Creators of the LearningConnect® process

The LCF Training series certifies Individuals – Certification is not transferable; an Individual's certification does not constitute certification of an entire organization.

### **Instructors and Participants**

The workshop is co-led by at least one of the LearningConnect® founders, along with another seasoned facilitator. Each workshop is limited to 12 participants to maximize the effective of the teaching methods and allow for individual attention.

### **Registration Fees**

Payment is due upon registration. Payment can be made by check, or by Visa, MasterCard or American Express and can be paid by phone, mail or online.

### **Registration**

To register by phone please call IdeaConnect at 919-363-7562.

You can also [register on-line](#).

If you have additional questions, please call us our office at 919-363-7562 or send an email to [info@beideaconnect.com](mailto:info@beideaconnect.com).

Space is limited; workshops typically fill more than one month in advance.

Cancellations will be refunded less a \$250 processing fee if notification is given fourteen (14) days prior to the workshop. Substitutions can be made at any time. We reserve the right to cancel if the minimum number of participants is not met. Cancellations within 14 days will not be refunded.

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