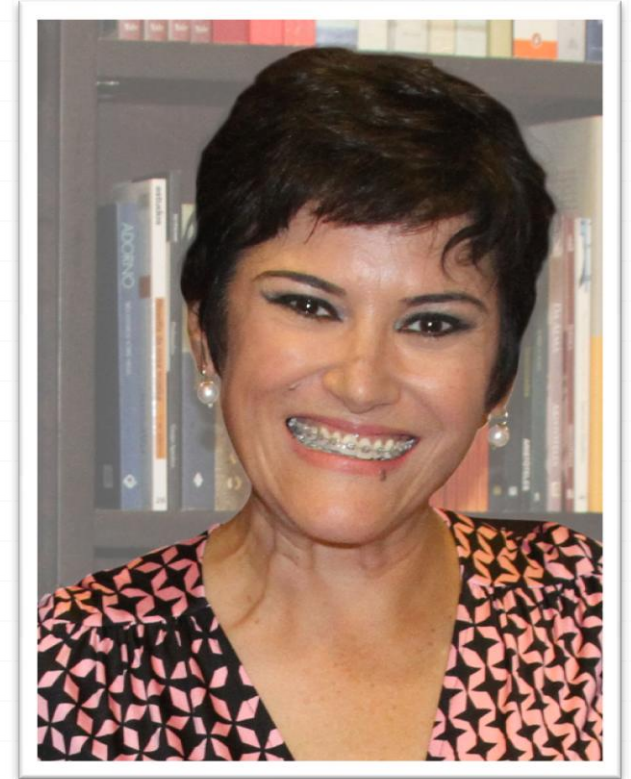


Designing Learning with Canvas

A tool to facilitate Healthcare SMEs Jobs

- Founder of SG, a training company focused on learning transfer, that has helped companies such as Assurant, Johnson & Johnson, Bridgestone, Bayer, Rubbermaid, Bradesco, EMD Serono and Itaú Bank among others for the last 15 years.
- Business model Innovation certified.
- Inventor of Trahentem® Methodology for Learning Design using Canvas
- Author of the best sellers “Gamification. How to create engaging learning experiences. A complete guide: from theory to practice” and “Trahentem® methodology for Learning Design using Canvas”.
- Professional Speaker.



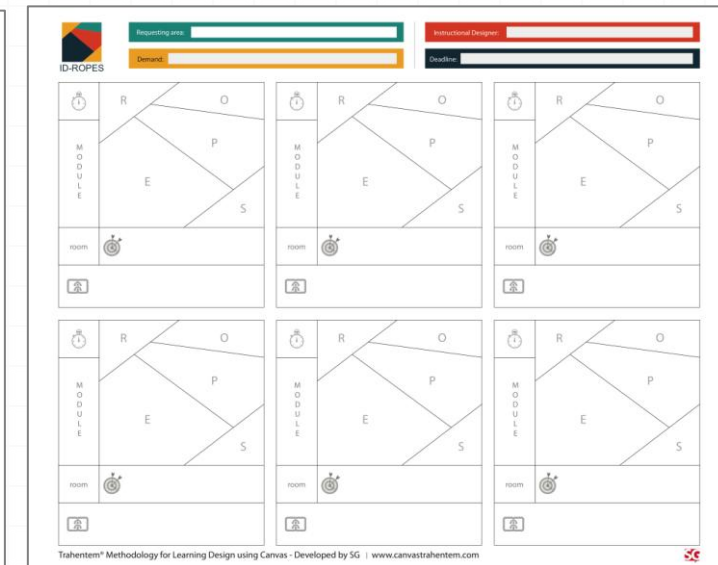
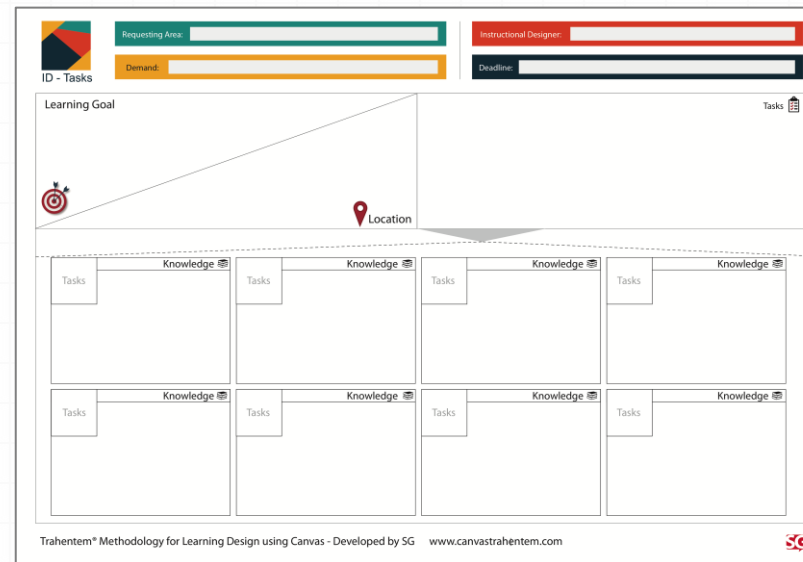
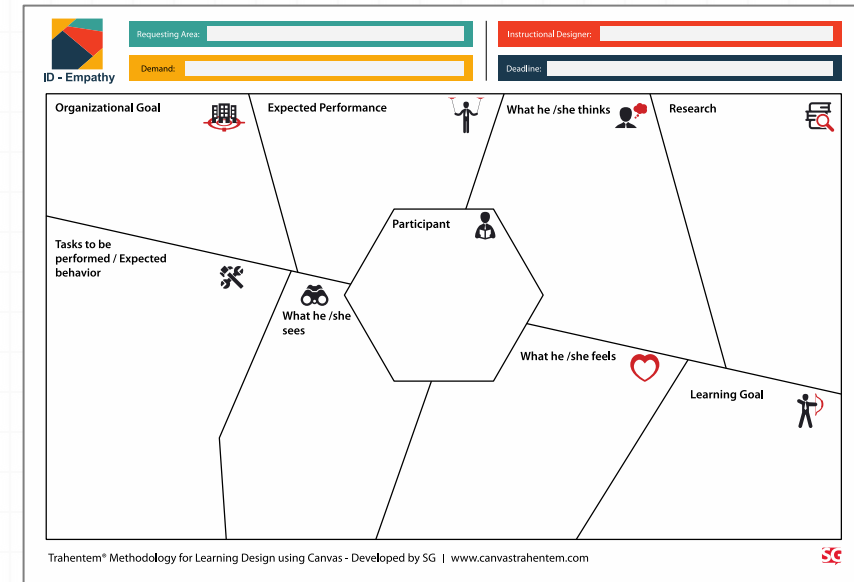
Flora Alves

After this webcast, participants will be able to:

- Explain what Trahentem is, what is used for, and how to use it.
- Define Canvas, distinguish the tree models presented, and describe their application.
- Design Learning solutions (training sessions) with the use of Trahentem, using handouts and instruction cards.

How we will get there

- Context.
- Working with SMEs.
- Trahentem tool.
- Q&A.



Today's World...



- **VUCA** (Volatility, Uncertainty, Complexity and Ambiguity);
- Fast
- Connected
- Liquid



**Where is the
classroom?**





**LEARNERS
AND
HEUTAGOGY**



- They have to teach others what they know.
- Sharing their knowledge is crucial but they are busy with other things.
- Different backgrounds.
- They know a lot about their areas of expertise but they need to learn about learning and Instructional Design.

Make it easy for them, give them a road map!

THE TOOL - WHAT IT IS?



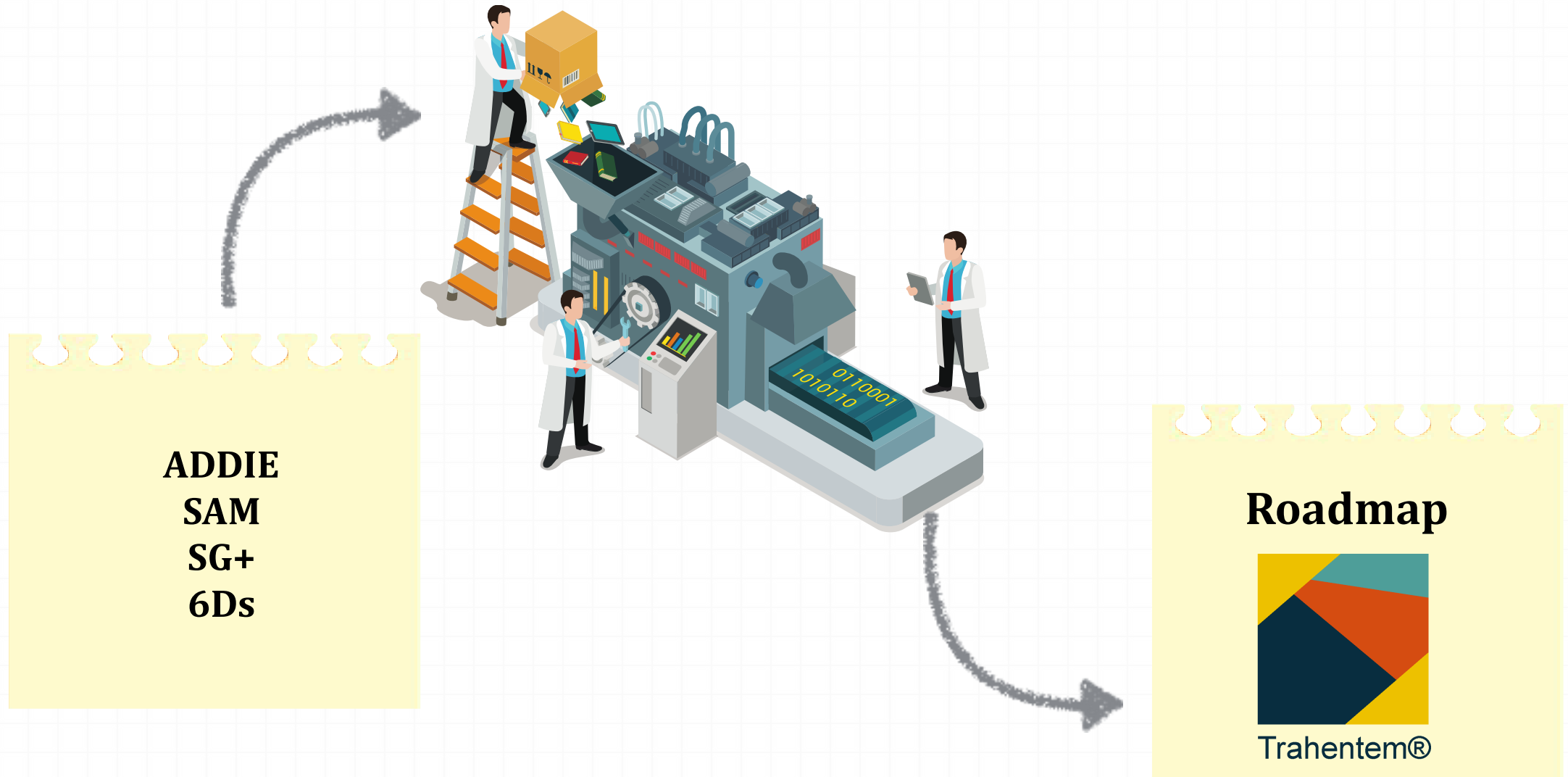
Trahentem®



Drawing in Latin

“The Trahentem® Methodology for Learning Design using Canvas is a tool that uses three Canvas models to facilitate the process of Designing Learning Solutions (training sessions) focused on how people learn and how they perform.”

Theory put into practice – Helping SMEs to Design Learning



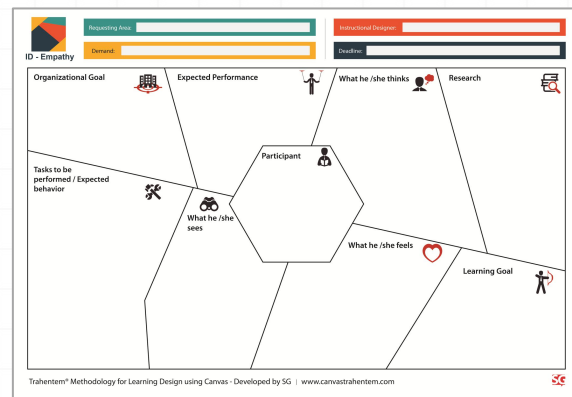
Canvas

Canvas is an English word that derives from Latin and means “canvas/screen”.



It all works with post-its

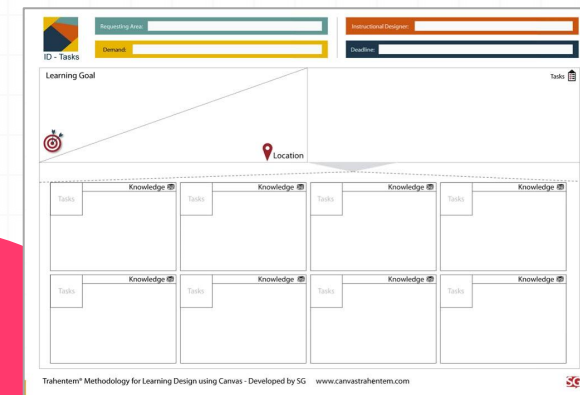
WHAT IS IT FOR?



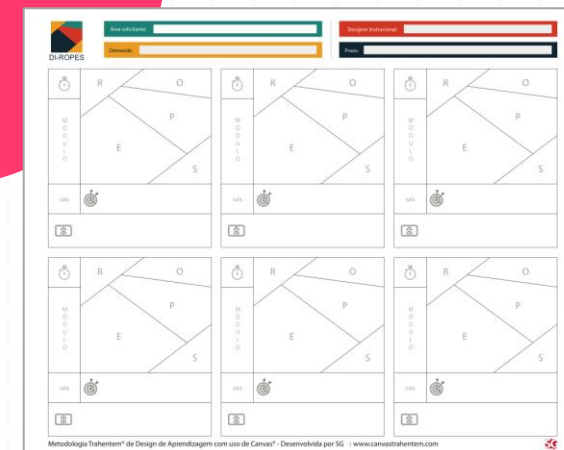
ANALYSIS

TRAINING
CYCLE

DESIGN



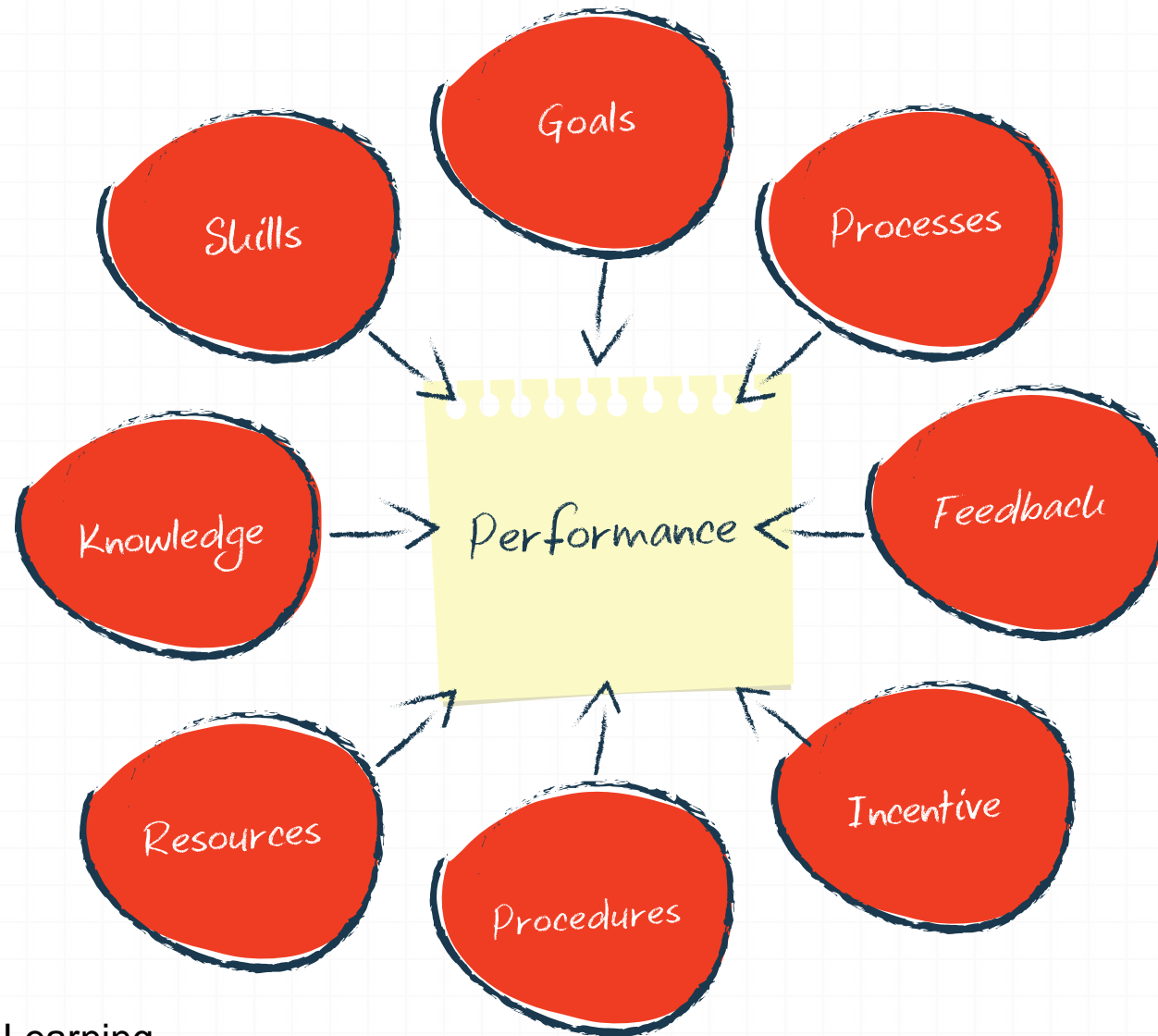
IMPLEMENTATION



WHAT THE TRAHENTEM APPROACH BORROED FROM DESIGN THINKING



Performance Influencers



Adapted from ASTD Designing Learning
Certificate Program – Current ATD



ID - Empathy

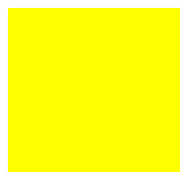
Requesting Area:

Instructional Designer:

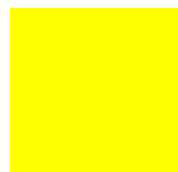
Demand:

Deadline:

Organizational Goal



Expected Performance



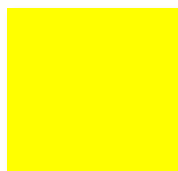
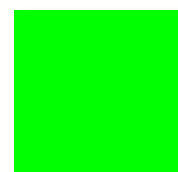
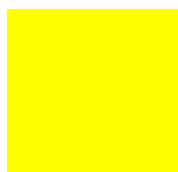
What he /she thinks



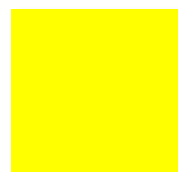
Research



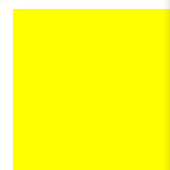
Tasks to be performed / Expected behavior



What he /she sees



Participant



Participant



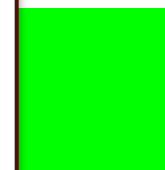
This component of Canvas investigates the population to be trained, what this demography is like, which the profile is and the geographical location.

QUESTIONS TO ASK

- How many people will be trained?
- Where are these people?
- How old are these people?
- Have they already received any training on this subject before?
- How long on average have these people been working for this company?

EXAMPLES OF PARTICIPANTS:

Salespeople, average of five years in the company, between 26 and 48 years old, located throughout the national territory, have never been trained on this subject.





ID - Tasks

Requesting Area:

Demand:

Instructional Designer:

Deadline:

Learning Goal

Learning objective 1

Learning objective 2

Devices

Same place

Same time

Location

Task 1

Task 2

Tasks

Task 1

Knowl. 1

Knowl. 2

Knowl. 3

Task 2

Knowl. 4

Knowl. 5

Knowl. 6

Tasks

Knowledge

Tasks

Knowledge

Tasks

Knowledge

Tasks

Knowledge

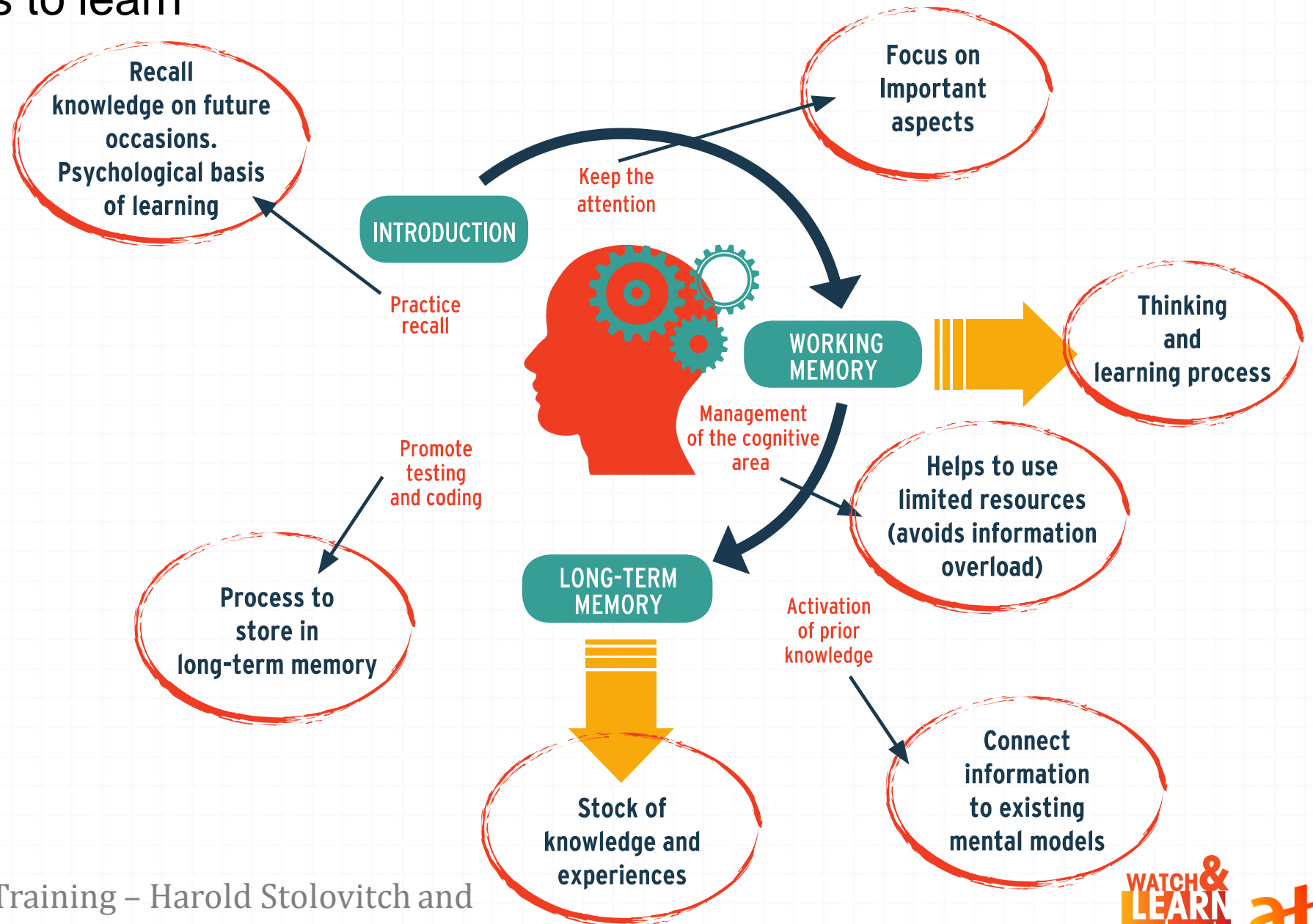
Tasks

Knowledge

Tasks

Knowledge

Helping others to learn



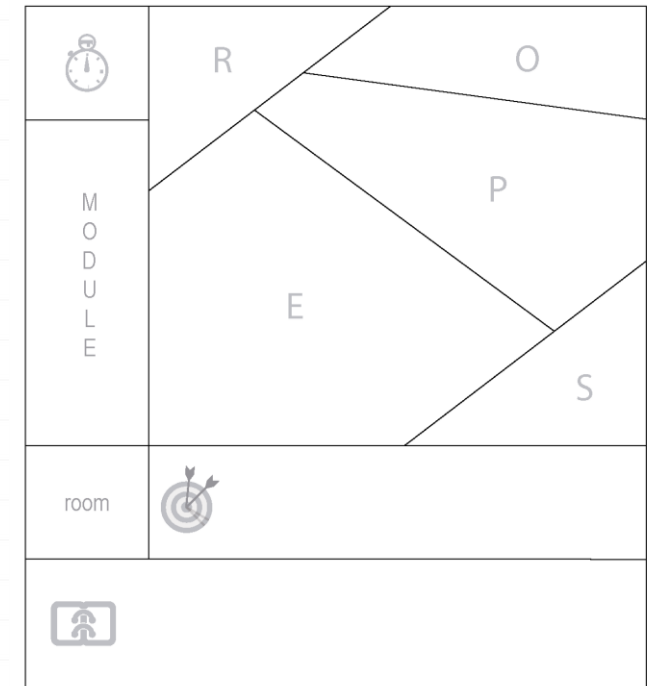
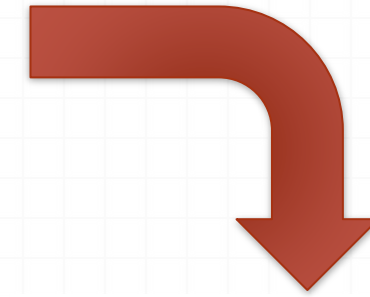
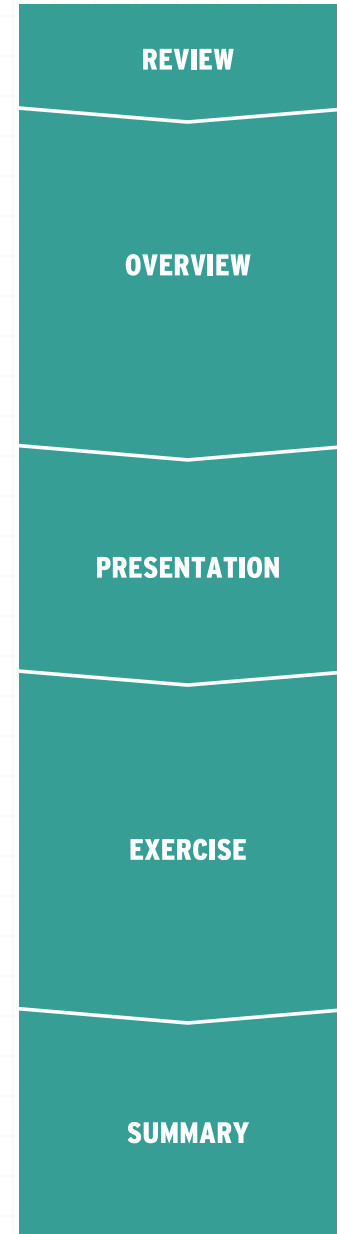
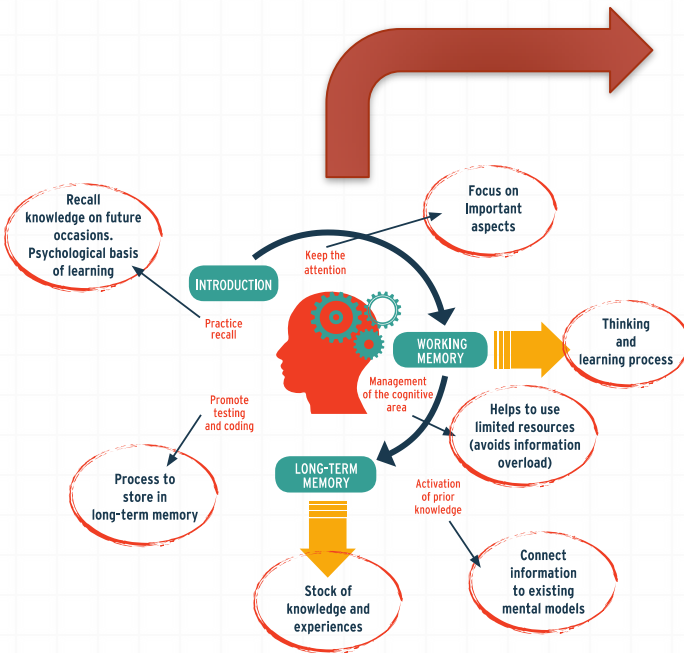
Adapted from Telling Ain't Training – Harold Stolovitch and Erica J. Keeps

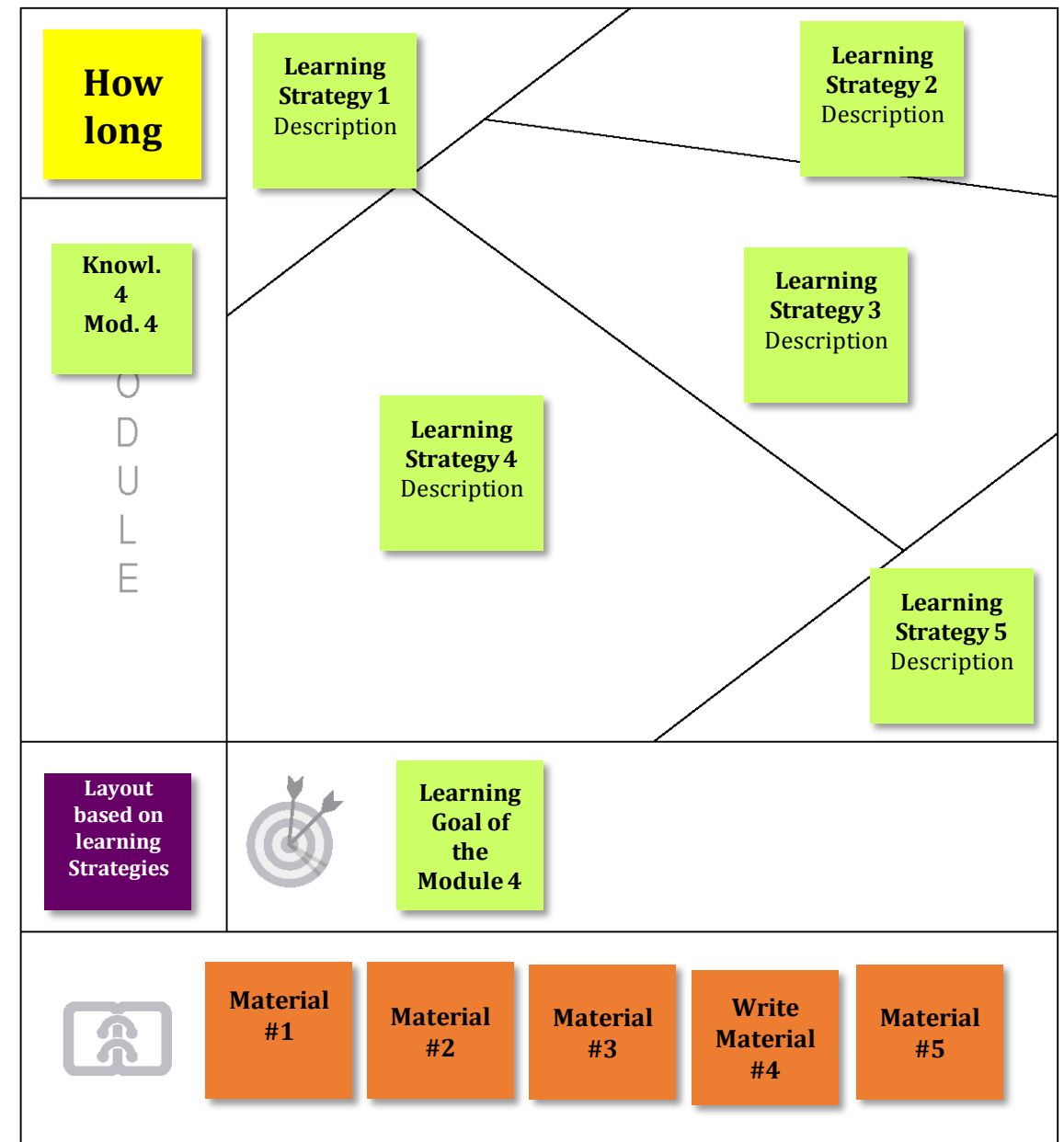
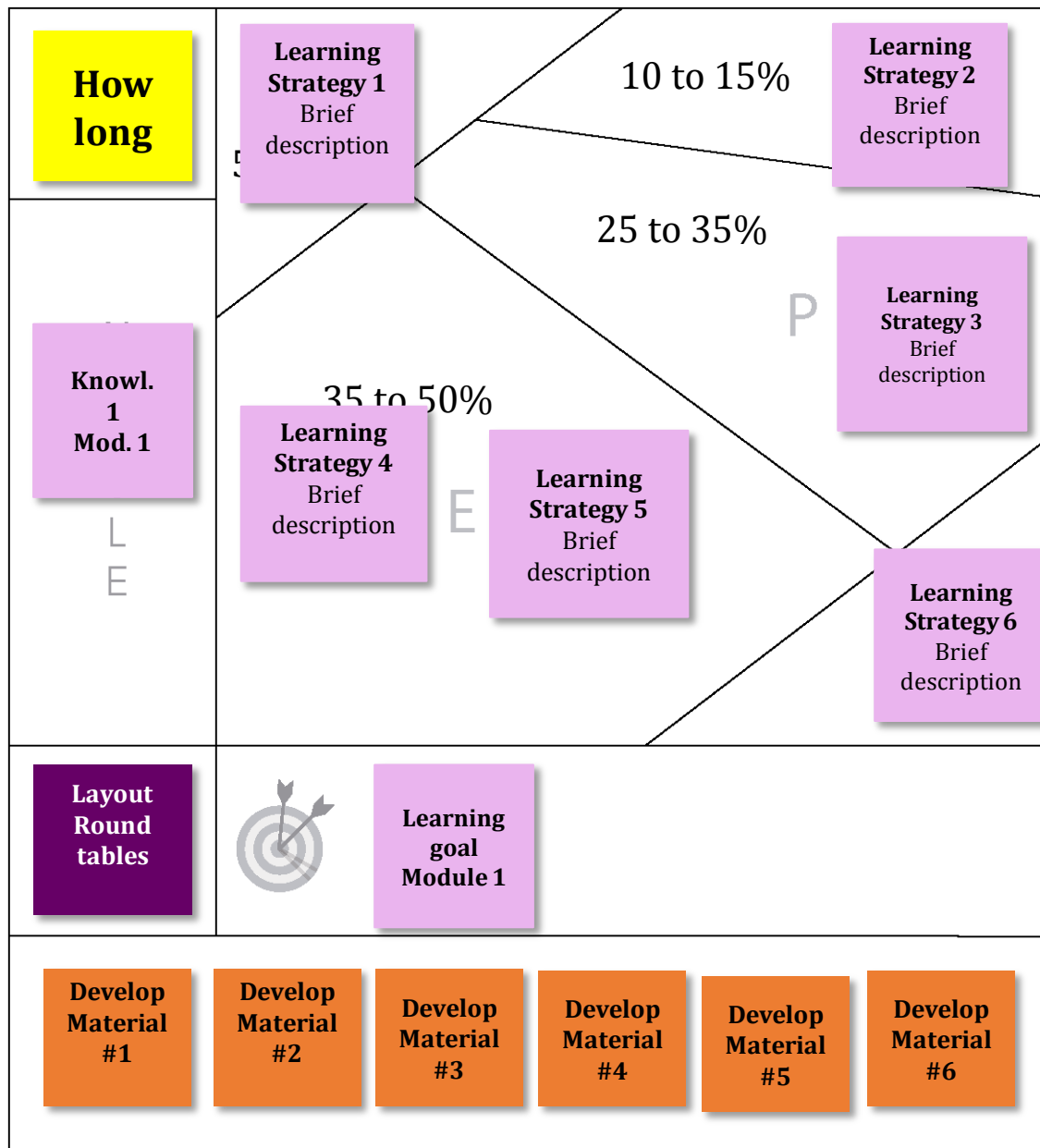
PSYCHOLOGICAL LEARNING PROCESSES

LEARNING EVENTS - GAGNÉ

ROPES MODEL

ROPES Model = 5 steps

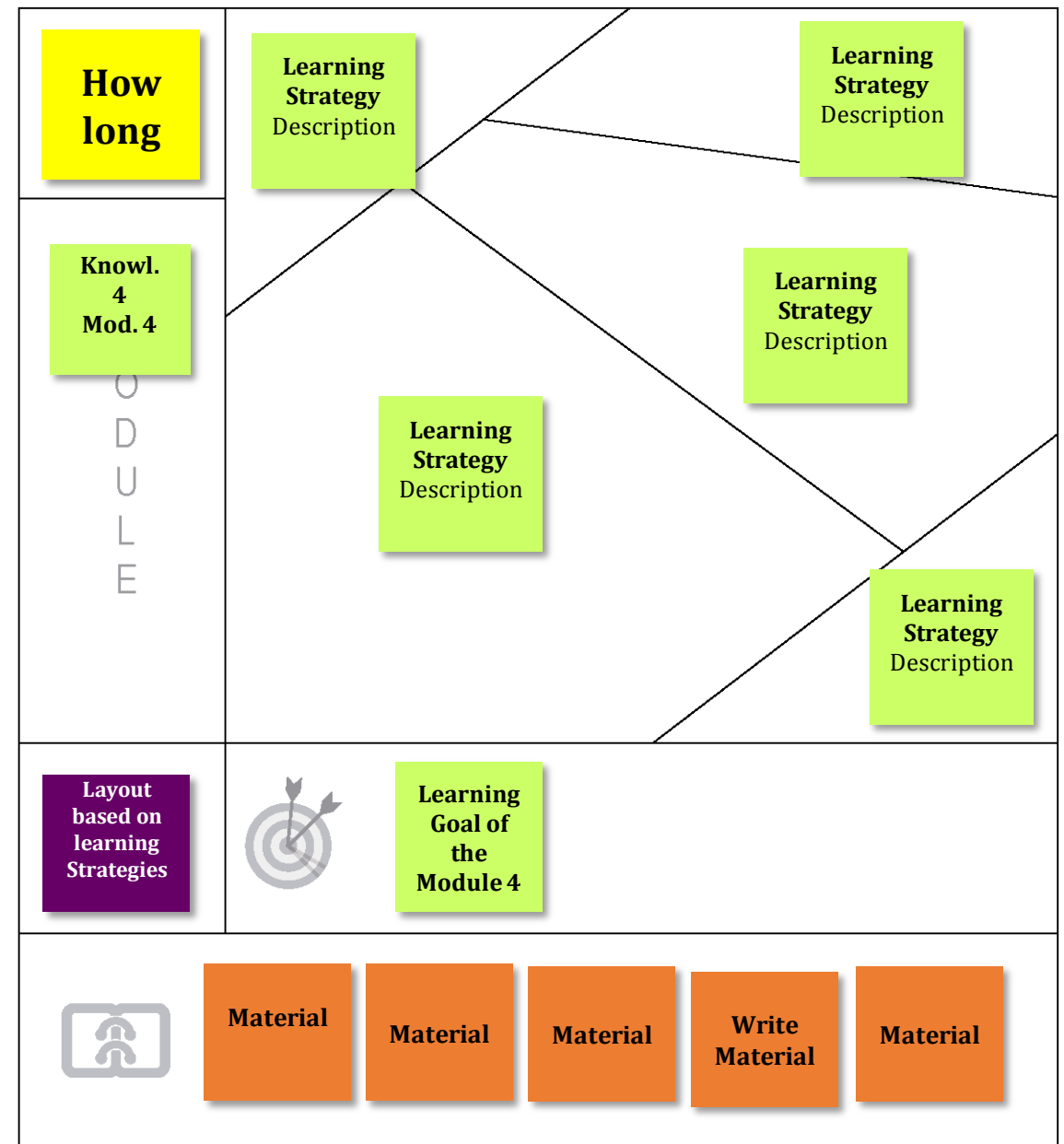
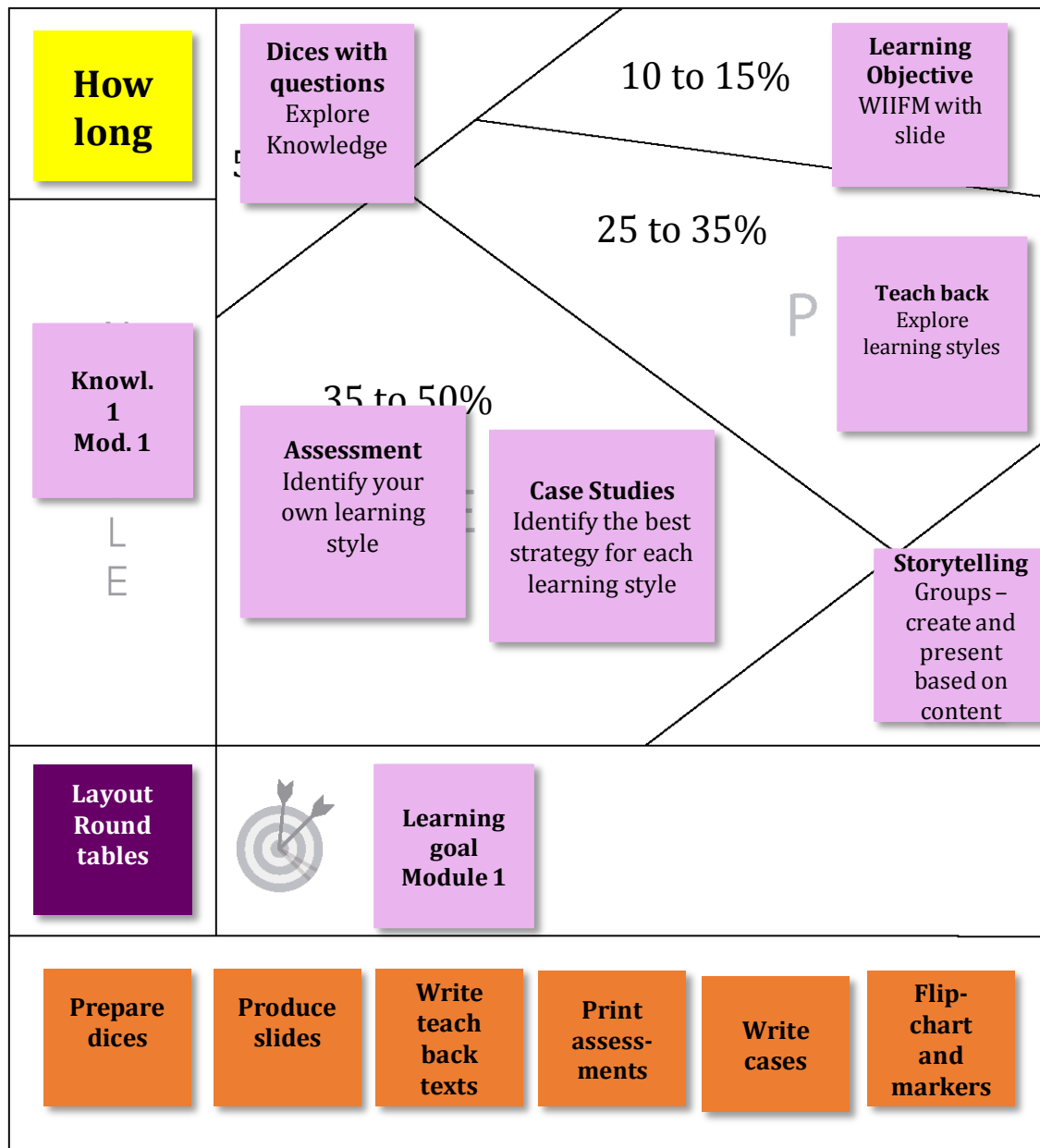




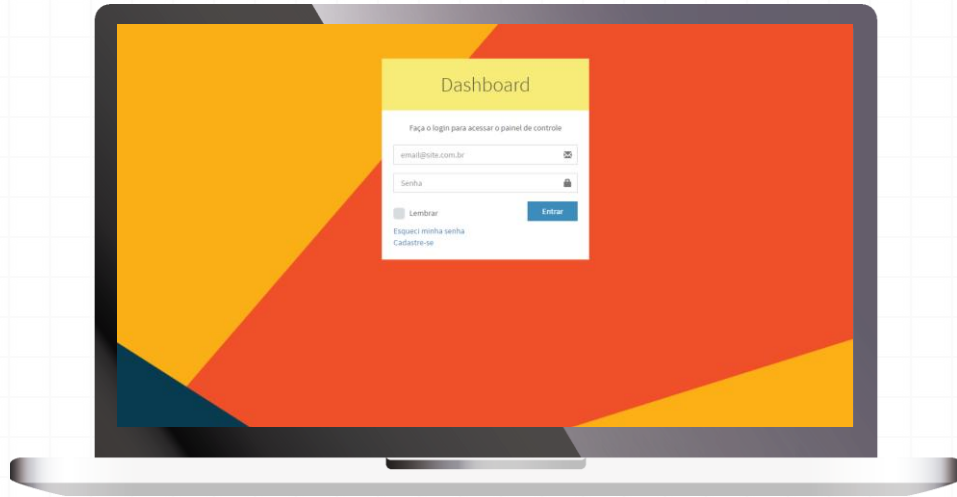
Choosing Instructional Strategies

TECHNIQUE	DESCRIPTION	BEST USE (*)			TIPS
		K	S	A	
ROLE MODELING	Behavior modeling or the example to be followed by others. It can be done by the facilitator, a specialist or a volunteer.	X			Use when necessary to exemplify the model to be followed.
Study Case or Scenario	Analysis and solving of problem, situation or actual case, done individually or in small groups.	X	X	X	Ideal for presenting subjects, exercising and verifying learning.
Films	Presentation of film clips or didactic videos followed by debriefing.	X			It can be used in any ROPES phase, changing only the form of debriefing.

K = Knowledge | S = Skills | A = Attitudes



WELL - DESIGNED SOLUTIONS



Digital Tool



Trahentem®

BENEFITS:

- **Visual and collaborative;**
- **Intuitive;**
- **It acts as a road map for the design of complete learning experiences.**

Objetivo organizacional

Resolver todos os problemas do cliente internamente evitando o acionamento de órgãos reguladores

Performance esperada

Efetuar o atendimento ao cliente resolvendo 100% dos problemas relatados pelo cliente.

Realizar o atendimento telefônico com um TMA de 4 minutos

O que ele pensa?

Posso ser promovido

E se me mandarem embora?

O fazer para me destacar?

Estou confuso

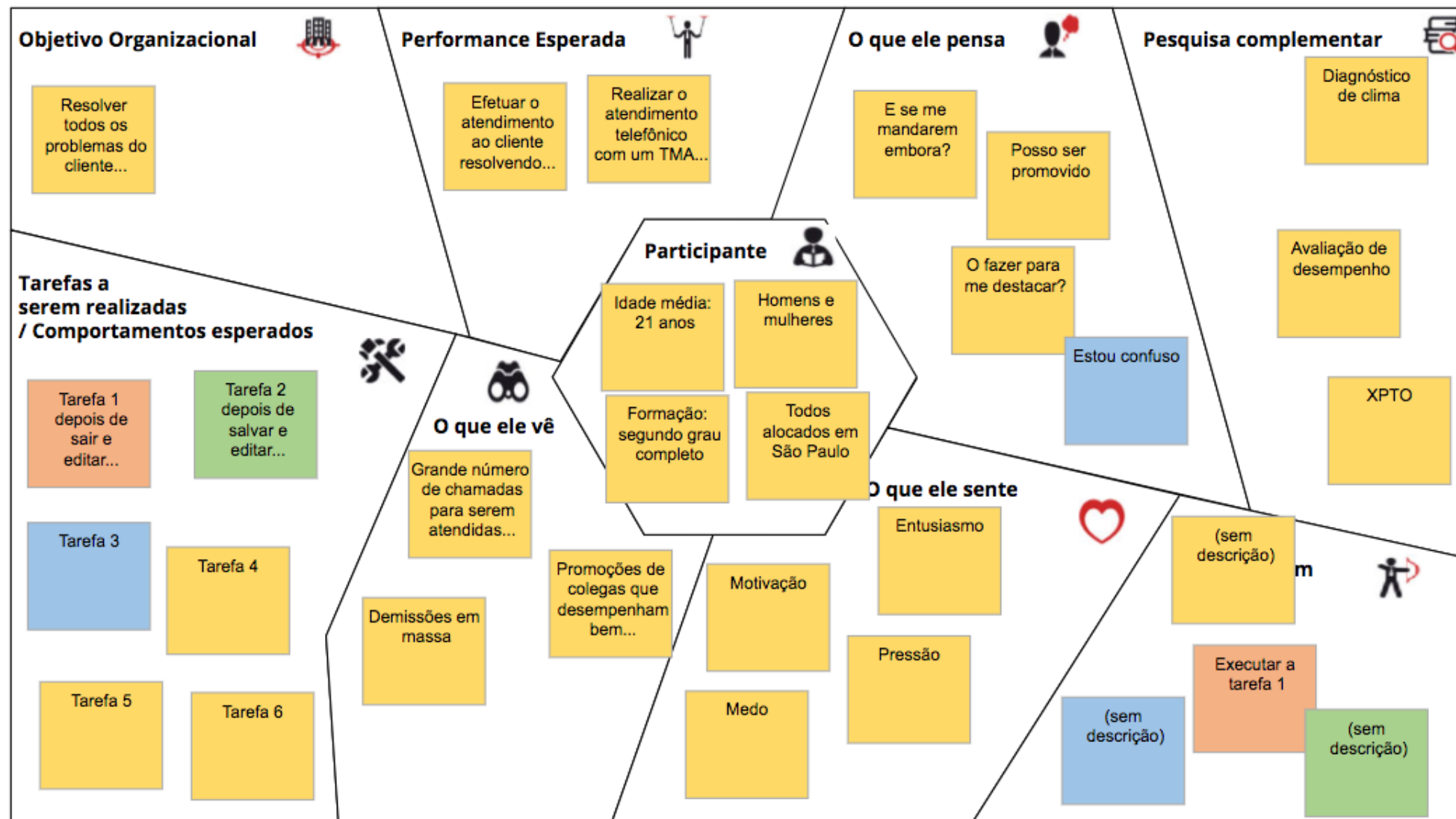
Pesquisa complementar

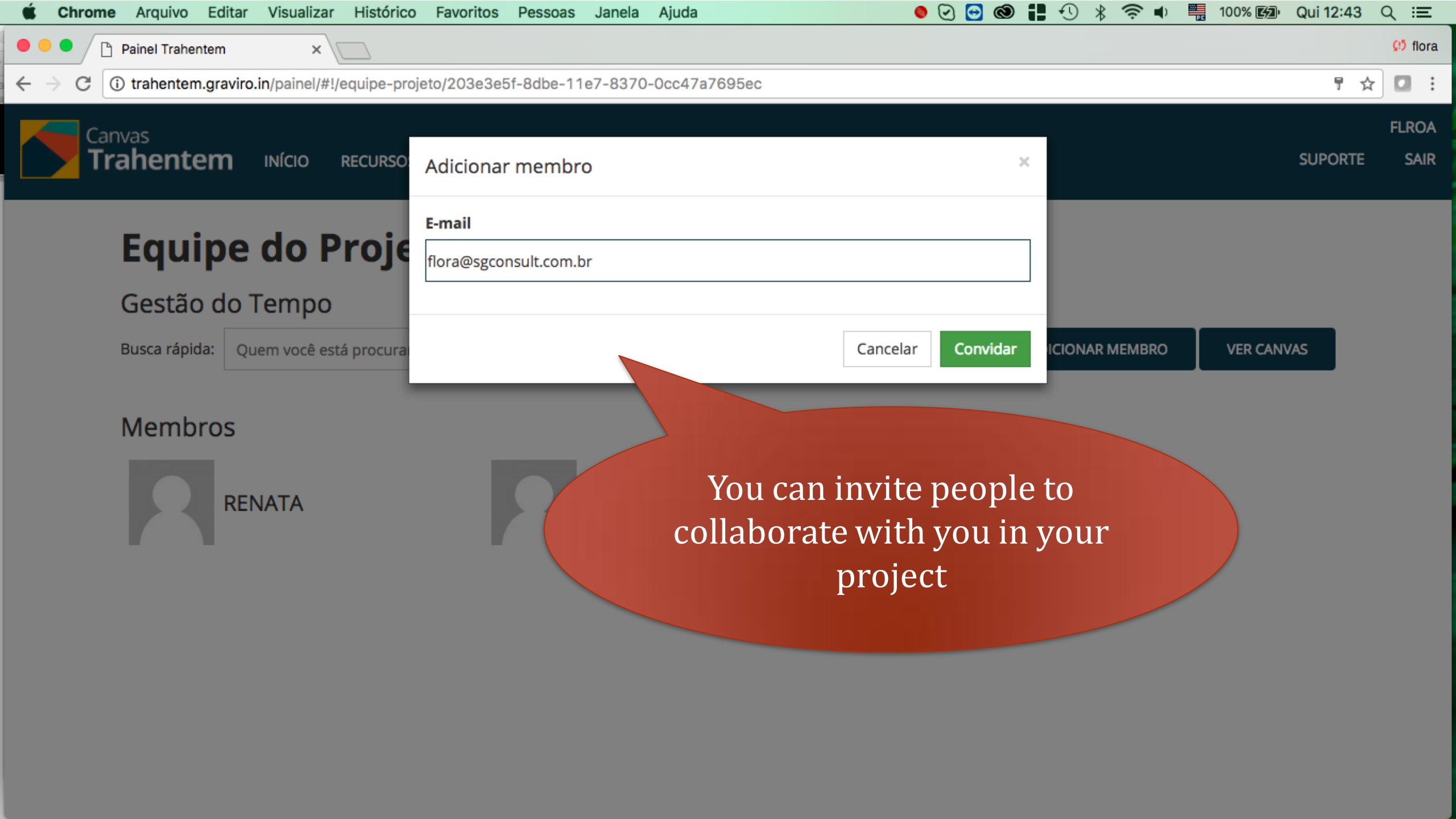
Diagnóstico de clima

Avaliação de desempenho

XPTO

DI Empatia





Adicionar membro

E-mail

flora@sgconsult.com.br

Cancelar

Convidar

ADICIONAR MEMBRO

VER CANVAS

Equipe do Projeto

Gestão do Tempo

Busca rápida:

Quem você está procurando

Membros



RENATA

You can invite people to collaborate with you in your project



Tarefas a Realizar/Comportamentos Esperados

Tarefa 4

ANOTAÇÕES

COMENTÁRIOS E LOG

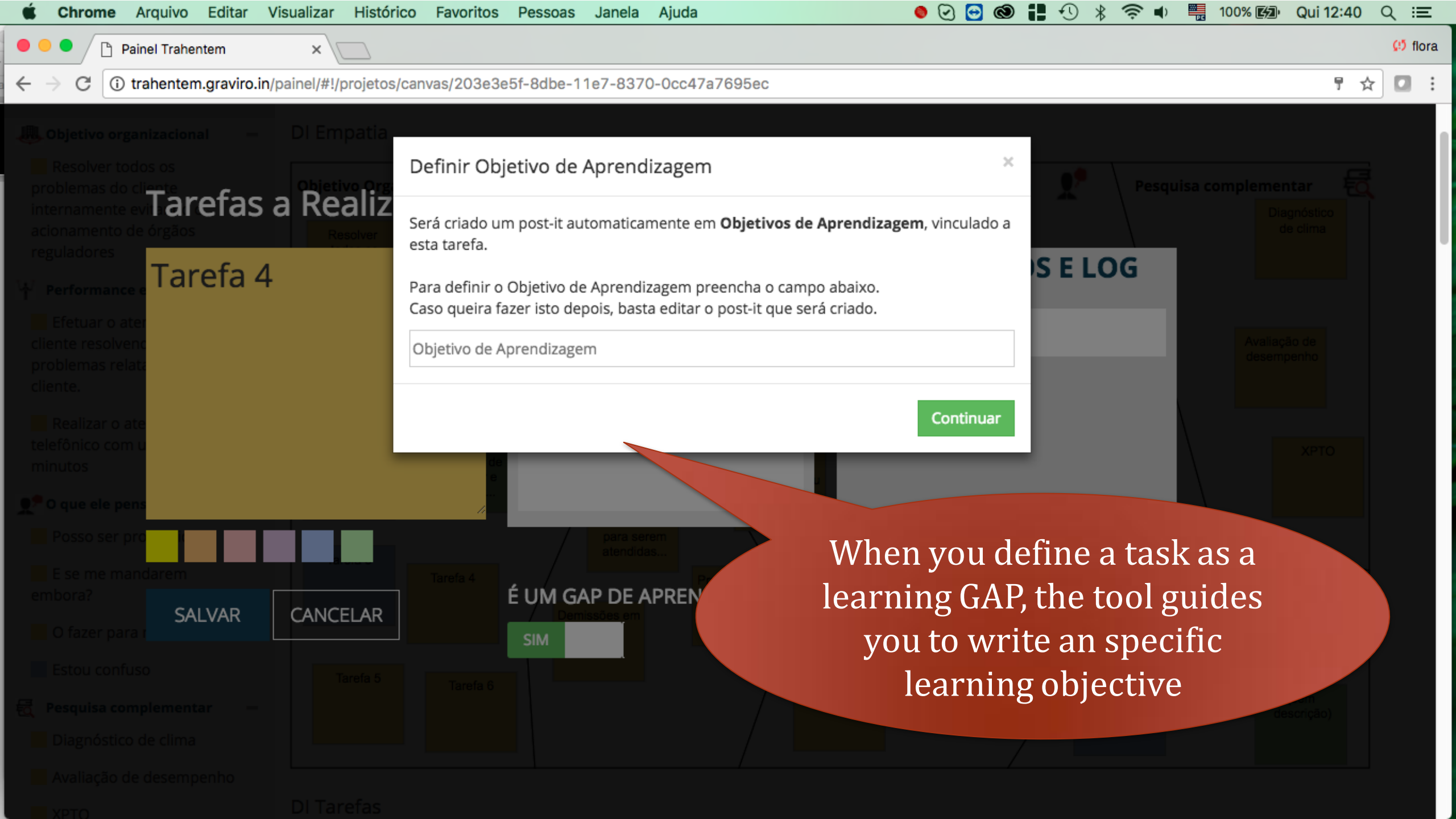
Sistema:
Florea criou o post-it

É UM GAP DE APRENDIZADO?

NÃO

SALVAR CANCELAR

It is a learning GAP



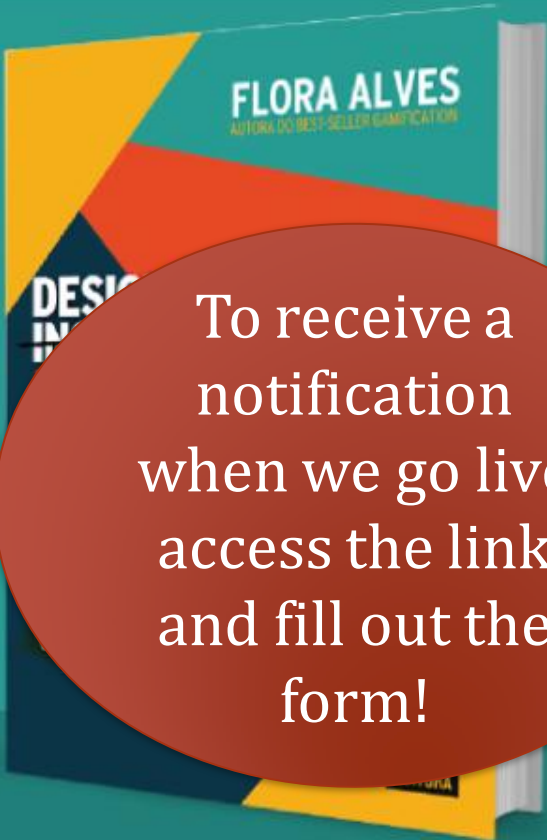
Definir Objetivo de Aprendizagem

Será criado um post-it automaticamente em **Objetivos de Aprendizagem**, vinculado a esta tarefa.

Para definir o Objetivo de Aprendizagem preencha o campo abaixo.
Caso queira fazer isto depois, basta editar o post-it que será criado.

Continuar

When you define a task as a learning GAP, the tool guides you to write an specific learning objective



DO +
WITH -
BETTER ↻
FASTER ⌚



Soon a new digital Trahentem for you!

With new resources, new design and plenty of news!

To receive a notification when we go live access the link and fill out the form!

NOTIFY ME!

Name (Required)

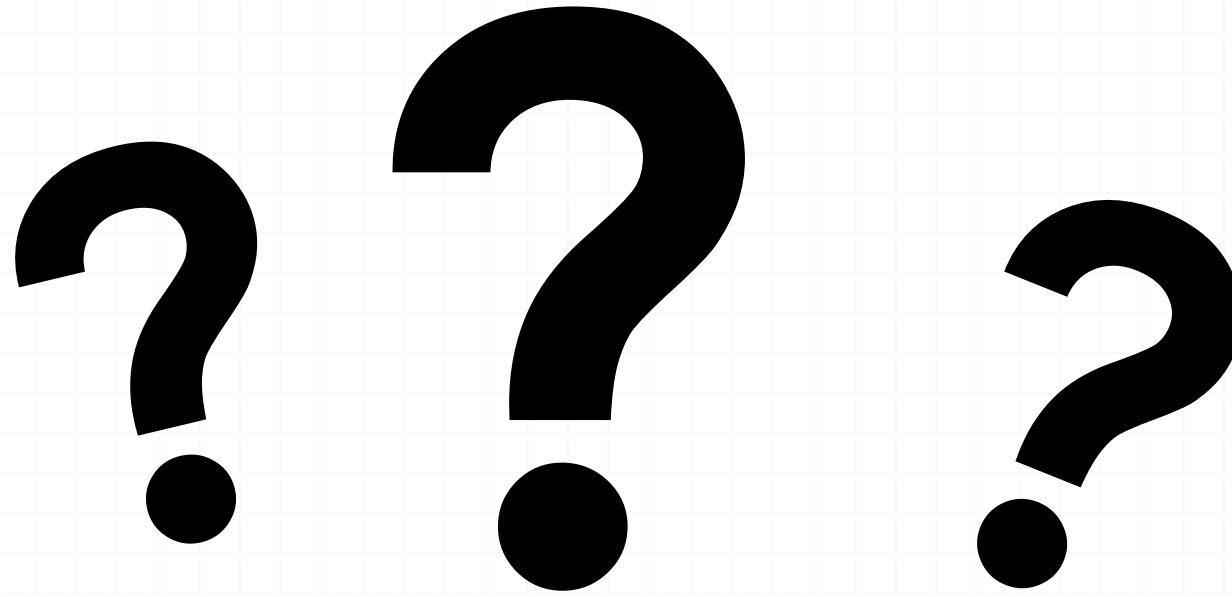
Company (Required)

Email (Required)

Cell Phone (Required)

Business Phone (Required)

I WANT TO BE NOTIFIED!



QUESTIONS & ANSWERS

Remember to download your Handouts and focus on your learning transfer!

TRAHENTEM CANVAS – PRINT SPECIFICATION FOR THE CANVASES

CANVAS	PAPER	GRAMMAGE	COLORS	SIZE
ID-Empathy	Sulphite	120g	4/0	130 x 89,5 cm
ID-Tasks	Sulphite	120g	4/0	130 x 89,5 cm
ID-ROPES	Sulphite	120g	4/0	140 x 112 cm





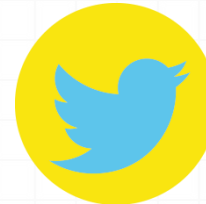
flora@sgconsult.com.br



Flora Alves



Flora Benedita Alves



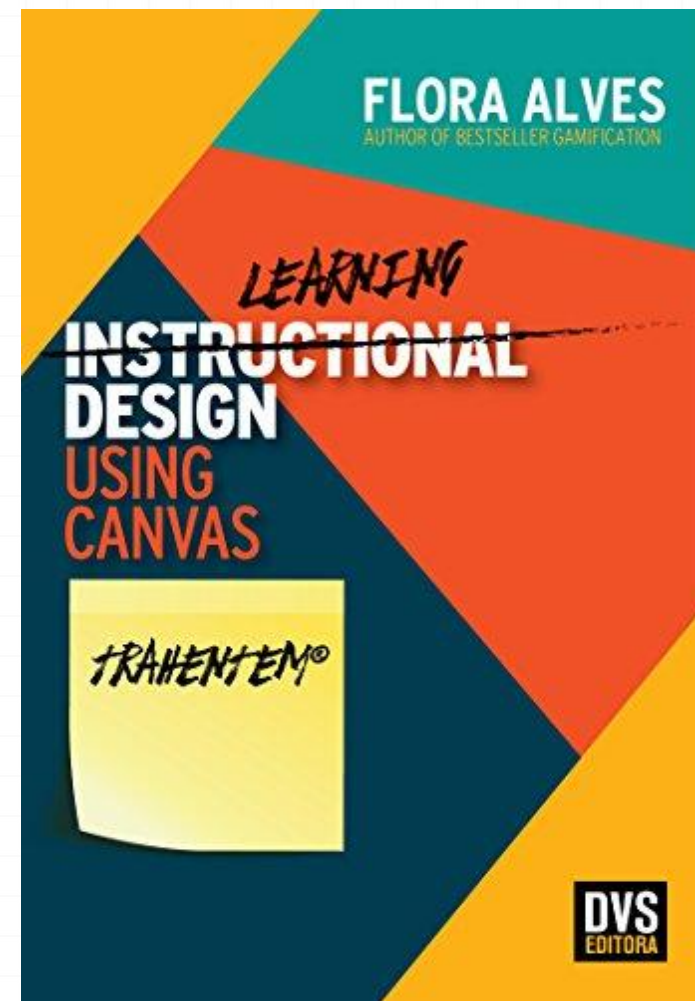
@florabalves



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