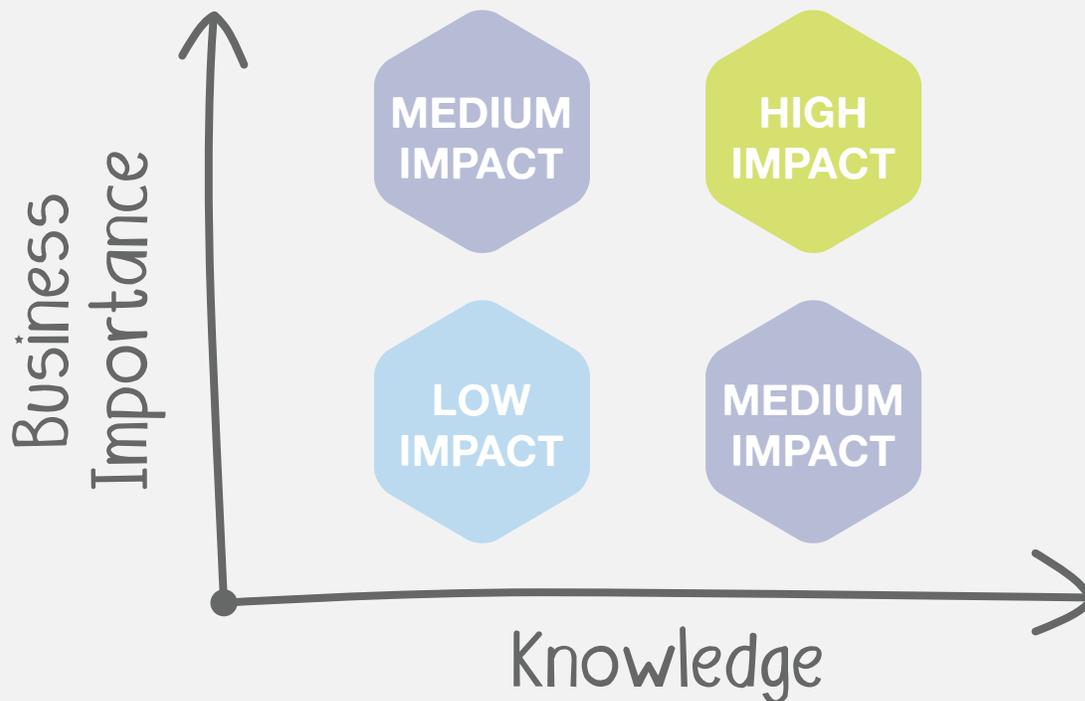


The High Impact Expert



An online workshop on how Subject Matter Experts (SMEs) and super specialists can transfer knowledge more clearly and effectively – for training, eLearning, on-the-job performance support or mobile tools.

For In-House Workshop Only

10

Reasons Why You Should Attend The High Impact Expert Workshop

1

Learn how to assess your business environment and demands in order to heighten and position your expertise.

6

Convert too much technical, legalese, academic content into practical, useful and easily consumed content.

2

Differentiate the sources and differences between academic, static, legalese or technical content from business and user friendly content.

7

Translate writing into easy formats so your team members, collaborators, clients, trainers and elearning designers save time when accessing your content.

3

Search for high impact business reports, statistics, metrics, performance indices to identify the critical main ideas and content you must focus on.

8

Include stories, anecdotes, humor, similes, allegories, and others in your content preparations.

4

Develop a mapping process to differentiate the most important content from the least useful content.

9

Develop highly searchable content for online resources, references, on-the-job references, social learning, performance support assist tools and others

5

Organize content so it is easily published for multiple platforms: desktop PCs, websites, mobile and classroom instructions.

10

Increase interaction and engagement in your content by introducing elements of games, discovery, scenarios, problem-solving and real-life applications.