



# COURSE OVERVIEW

4MAT 4Business<sup>®</sup>

4MAT 4BUSINESS® PRESENTS

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# 4MAT® Advanced Instructional Design Certification



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Greetings,

We are excited to bring the 4MAT Advanced Instructional Design certification program to the European business community. The 4MAT Advanced Instructional Design certification program is an intensive two-day experience which delivers practical application grounded in solid brain research.

We would be happy to have you join us.

Cheers,

A handwritten signature in a cursive script, reading "Jeanine". The signature is written in a dark grey or black ink.

Jeanine O'Neill-Blackwell  
4MAT 4Business® President and CEO

# WHY 4MAT ADVANCED INSTRUCTIONAL DESIGN?



Since 1979, the 4MAT® model has become one of the most widely used instructional design models in the world. The 4MAT Learning Type Measure® has been used to assess learning style preferences for over 2 million people.

4MAT is a whole brain model for engaging all learning styles and improving performance through effective instructional design, instructional delivery, communication and leadership. With over thirty years of research, 4MAT is a proven model for designing learning that engages every learner and produces focused, measurable impact.

For the first time, 4MAT 4Business® will be hosting their flagship instructional certification program, Advanced Instructional Design, in Europe at Bucharest, Romania.

This program is an exciting opportunity to bring instructional design training to the European learning and development community based on the most recent brain research coupled with years of practical application in global organizations.

**“This work is based on sound learning theory and is a remarkable combination of practical and theoretical. Ranging from learning theory, brain theory, and detailed examples, it triggers both application and ideas. It will be of value for many trainers in many contexts.”**



—**Dr. James E. Zull**, Professor of Biology and of Biochemistry and Director of The University Center for Innovation in Teaching and Education (UCITE) at Case Western Reserve University and author of *The Art of Changing the Brain* and *From Brain to Mind: Using Neuroscience to Guide Change in Education*



## PROGRAM DESCRIPTION

Learn how to confidently apply the 4MAT 8-step advanced instructional design model to accelerate design time while delivering high-impact, measurable learning results applied to your real-world training content.

You'll create your next instructional design using the 4MAT model. We'll do it the old fashioned way — on paper. And, we'll set you up with our web-based training design software, 4MATion®. You'll leave with a deep understanding of what it takes to create transformative learning.

### Participants will:

- Enable learner self-assessment
- Incorporate visual tools to enhance retention
- Develop lecture within the limits of human attention
- Conceptualize content to create a cohesive design flow
- Link activity choices to clearly defined learning outcomes
- Accelerate design and deliver measurable learning results
- Effectively use games, case studies, job aids and simulations
- Filter through content to determine essential vs. non-essential
- Developing hands-on practice which links to measurable outcomes
- Design engaging interactive openings that establish personal relevance
- Gain learner commitment with clear action plans and follow-up strategies
- Engage all learning styles using the 4MAT 8-step instructional design model
- Understand what current brain research tells us about sound instructional design
- Balance emphasis on right-brain and left-brain processing and structure lecture to work with the brain
- Work with subject-matter-experts to identify how to transfer high-performance behaviors
- Refine designs using the 4MAT Scaling Criteria and assess instructional design on 6 key points



## Day One Agenda

9:00 am – 4:30 pm

- Assess your training strengths in all four styles
- Learn stretching strategies to reach all learners
- Integrate right-brain strategies to increase retention
- Identify what each learner needs in a learning experience
- Apply the Four Questions You Must Answer in Every Design
- Explore Painful and Successful Strategies for all Learner Styles
- Analyze the thinking balance within groups—a visual exercise
- Apply underutilized brain-friendly strategies: stories, images and metaphors



## Day Two Agenda

9:00 am – 4:00 pm

- Analyze examples of real-world 4MAT designs
- 6 Points to reflect on when assessing your design
- Create designs using the 8-steps and choose your content for your original design
- Use the Strategy Checker and assessment rubrics to assess and refine your design
- What the learner and the trainer are doing in each of the 8-steps of the 4MAT model
- Practice on identifying concepts—the overarching idea that organizes your design and delivery using movies, marketing and real-world content
- Develop a mindmap and concept for your individual design and complete your individual design

## The Online Design Practice Sessions:

- Session One (60 min)—assessing outcomes and concepts
- Session Two (60 min)—assessing the 8-steps

Participants will have access after the 2-day live course to create designs using 4MATion® online instructional design tool (included with this course).



## COURSE MATERIALS

### Course tuition includes:

- Participant guide
- 4MAT Training Design Kit
- “Successful Meeting” planner
- 4MAT Learning Type Measure® learning style assessment
- Access to the 4MATion® online instructional design center
- 4MAT Hemispheric Mode Indicator® learning style assessment
- ASTD (American Society for Training and Development) Press bestseller, *Hold On, You Lost Me, Use Learning Styles to Create Training that Sticks* by Bernice McCarthy and Jeanine O'Neill-Blackwell





### 4MAT Advanced Instructional Design

2-day live course

June 5 - 6, 2013 | Bucharest, Romania

### Tuition

**Special Pricing** - Early-bird tuition: \$950.00 USD before April 22, 2013

Regular tuition: \$1,250.00 USD after April 22, 2013

### Venue Location

Crowne Plaza Bucharest

Bulevardul Poligrafiei 1

Bucharest, 013704 Romania

+40 21 224 0034

**To enroll, visit [www.4mat4business.com](http://www.4mat4business.com) or contact:**

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**“4MAT gave us a common language and frame for being equally adept at designing both the ‘know-how’ and ‘how to’ of leadership development. In fact, an epiphany that many of us have had with all of our experience, education and training is that activity doesn’t necessarily equal application.”**



—**Davida Sharpe**, Director of Programs and Services,  
Global Product Development, The Center for Creative Leadership

**“... The 4MAT methodology is fantastic and has really enhanced our team’s effectiveness. What’s more, it just makes sense ... I would highly recommend using 4MAT.”**



**Holland America Line**  
*A Signature of Excellence*

—**Brian Johnson**, Director of Corporate Training and Development,  
Holland America Lines



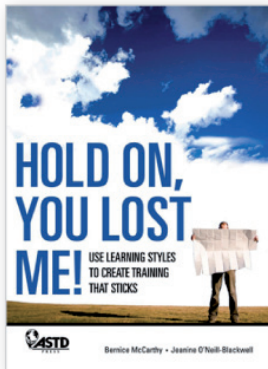


## YOUR PROGRAM FACILITATOR



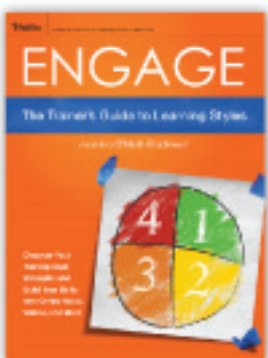
Jeanine O'Neill-Blackwell is the President/CEO of 4MAT 4Business®, a performance improvement company that provides training and tools for leaders, managers, instructional designers and trainers on how to effectively communicate, lead, train and coach using the award-winning 4MAT Learning and Leadership Cycle. The results her company has achieved working with many amazing organizations such as 3M, Estée Lauder, American Family Insurance, Humana, Blue Cross, Granite Construction, and The Center for Creative Leadership has been recognized in *Leadership Excellence's* 2012 Best in Leadership Development Top 500 at #39.

Jeanine is the co-author of *Hold On, You Lost Me! Use Learning Styles to Create Training that Sticks*, published by ASTD Press. Her most recent book, *Engage, The Trainer's Guide to Learning Styles* is an Amazon #1 bestseller. She is the author of numerous articles on applying neuroscience to training and leadership.



**“McCarthy and O'Neill-Blackwell have really synthesized the best of what has previously been written about learning styles and added their unique 4MAT model to make application easy for facilitators in business, education, healthcare, and other organizations. They bring their thoroughly researched work to a practical dimension, making it a must read for all workplace learning and organization development professionals.”**

—**Frances D. Glosson**, Director of Learning Strategies,  
Centegra Health System



**“Every aspect of this book focuses on turning you into a standout trainer—from discovering your unique training style to how it impacts the different learning styles in the room. *Engage* reads like an engaging learning experience itself, complete with interactive assessments, links to videos, foolproof action plans and a minefield of activities and ideas designed to transform any learning event into a dynamic learning experience.”**

—**Shelley Barnes**, Executive Director for Aveda Field Education  
and Program Development, Aveda