



THE  
**5 Moments  
OF Need**

APPLY | CHANGE | SOLVE | NEW | MORE

---

# The 5 Moments of Need<sup>®</sup> Designer Certificate Program

Offered By

**The Performance Support Community**





*“Adopting the 5 Moments of Need methodology fundamentally changed the relationship our L&D group has with its clients and the value we bring to them. The real business problems are identified faster, learning solutions are more targeted and better balanced, resources are able to be spread further, and results are easier to pinpoint.”*

- *Jeremy Smith*  
*Senior Manager Global Learning Solutions*  
*Herman Miller*

## **OVERVIEW**

Frameworks like 70:20:10 and Performance Support are all the rage in our industry today. Few if any refute their merit, the challenge for most learning and development departments and professionals has been knowing how to shift their design methodologies in a realistic and scalable way to create the learning and support deliverables necessary to meet these emerging trends. The 5 Moments of Need is an instructional design methodology specifically created to address these challenges. In this course you will be guided through a highly engaging and iterative approach that addresses all 5 Moments of Need. If your instructional design deliverables need to include performance-based outcomes, you will find this course extremely helpful and practical. In this program you will:

- Explore an instructional design approach that will help you address all five moments of learning need in a highly immersive and performance based online virtual workshop.
- Gain on-the-job access to performance support to help you apply what you have learned.

### **Course Description:**

This course introduces you to an instructional design approach that addresses all 5 Moments of Need—when people need to:

1. Learn something new
2. Learn more about what they've learned
3. Apply what they have learned
4. Unlearn in order to relearn because of change
5. Solve a problem



In this course you will learn:

About	How to
<ul style="list-style-type: none"> <li>• The 5 Moments of Learning Need</li> <li>• Train, Transfer and Sustain</li> <li>• Performance Support</li> <li>• The Performance Support Pyramid</li> <li>• Job Tasks Analysis</li> <li>• Critical Skills Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct Rapid Job Task Analysis</li> <li>• Conduct Critical Skills Analysis</li> <li>• Map the Workflow</li> <li>• Make a LEaP Plan</li> <li>• Develop an EPSS POC</li> <li>• Develop a Targeted Learning POC</li> </ul>

Dr. Gottfredson and team guides you through this iterative approach for instructional design. It uniquely addresses the entire learning continuum—from the initial stage of formal learning (the “10” in 70:20:10) through its transition to effective performance on the job (the “70:20”).

This course employs an approach to virtual instructor-led training in which you can achieve outcomes that can surpass traditional face-to-face training. The approach—called the **GEAR** (Gather, Expand, Apply, and Receive) methodology—is a blended approach that spreads learning out over time. This allows you to immediately apply what you learn in the context of your own work. Over weeks of immersion in the 5 Moments of Need instructional design approach, you will **G**ather to experience:

- Five live 2~3 hour virtual sessions that introduce you to the 5 Moments of Need instructional design approach.
- Four live 2-hour virtual feedback sessions to support you as you put the 5 Moments of Need instructional design approach into practice.
- Around-the-clock access to an electronic performance support system (EPSS) that supports you in the application of the 5 Moments of Need instructional design approach.

### **Syllabus:**

*“Critical Skills Analysis has given us what we need to optimize our training effort. We’ve reduced our training time and increased our effectiveness because of it.”*  
 – 5 Moments of Need Graduate

In the **GEAR** model, **G**athering online is only part of the learning journey. Following every session, you **E**xpand and personalize your understanding of what you have learned and then take steps to **A**pply what you have learned into your workflow. The final step in the **GEAR** cycle is to report on your efforts and **R**eceive feedback. This feedback is where your instructor delivers the greatest value—it is the key to accelerated learning.



Here is a typical **GEAR** cycle which represents two of the nine sessions outlined. There are four **GEAR** cycles in all starting with session two:

- **G**ather – 2-3 hour online session using Adobe Connect
- **E**xpand/**A**pply – two weeks off-line to complete the assignment. Assignment is posted and reviewed. Then the participants are given an additional week to make any corrections
- **R**eceive Feedback – 2 hour online session where assignment feedback is shared, questions are answered, and any overall recommendations are given.

**The following topics are covered:**

- **SESSION ONE**
  - *Introduction to the 5 Moments of Need instructional design*
- **SESSION TWO**
  - *Map the Workflow*
- **SESSION THREE**
  - *Feedback and transfer session*
- **SESSION FOUR**
  - *Determine the Performance Impact*
- **SESSION FIVE**
  - *Feedback and transfer session*
- **SESSION SIX**
  - *Make the LEaP*
- **SESSION SEVEN**
  - *Feedback and transfer session*
- **SESSION EIGHT**
  - *Proof the Concept*
- **SESSION NINE**
  - *Feedback and transfer session*



### **Certificate Process:**

Participants complete exercises following sessions 2, 4, 6, and 8. As was outlined above, they submit **A**pply assignments and receive specific feedback regarding any changes required to certify their skill set for each area. Each assignment takes between 2~4 hours of additional work to complete between sessions.

At the completion of the course, all the assignments need to have been completed and passed in order to receive a certificate. A participant will receive one of 2 grades upon completing the course:

1. Certificate Completed – This means that the participant has met all the qualifications to receive their 5 Moments of Need Certificate.
2. Certificate Incomplete – This means that the participant has not successfully met the qualifications to receive their 5 Moments of Need Certificate.



**\*\*Note:** Participants who successfully complete the program will be authorized to represent themselves as being 5 Moments of Need certified and to use the practices, resources, and examples obtained during the certification process. They will **NOT** be authorized to teach these practices to others (within or without their organization), nor share specific practices, resources, and examples without acknowledgement of APPLY Synergies' copyright. They are not authorized to modify these practices, resources, and examples in an effort to remove the copyright or represent them as being their unique practices.



## AGENDA AND PRICING:

Session	Gather Session Date Time (EST)	Review Session Date Time (EST)	Total Est. Participant Time
S1: Intro	Wed., Sept 5 11:00 – 2:00	N/A	2.5 hours
S2: Map the Workflow	Wed., Sept 12 11:00 – 2:00	Thurs., Oct 4 11:00 – 1:00	9.5 hours
S3: Determine the Impact	Wed., Oct 10 11:00 – 2:00	Thurs., Oct 25 11:00 – 1:00	9.5 hours
S4: Make the LEaP	Wed., Oct 31 11:00 – 2:00	Thurs., Nov 15 11:00 – 1:00	8.5 hours
S5: Proof the Concept	Wed., Nov 28 11:00 – 2:00	Thurs., Dec 13 11:00 – 1:00	7.5 hours

- **\$1,995 / €1,875** per student
- Group discounts are available for a group over 10.