

InfoTool® Train-The Trainer
Advanced Certification Seminar
April 11-13, 2008

The following Agenda provides you with an overview of the InfoTool Certification training seminar. By the end of this training (**8 Workshops over 3 days**) you will be able to:

- Train others in the planning, development and deployment of InfoTool surveys
- Create realistic plans and timetables for the deployment and administration of an Infotool survey
- Identify ‘lessons learned’ from an InfoTool survey and articulate them to senior management, direct reports, clients (internal and external), employees and others
- Design and write survey content
- Understand survey administration options and their advantages/disadvantages
- Identify critical components of effective pre and post survey communications regarding InfoTool survey deployment, expectations, results, feedback and action planning
- Be ready with an e mail methodology to notify employees to take the survey
- Create a plan for monitoring survey progress

Workshop 1: Introduction and Overview

Introduces participants to the material (tool and surveys) and provides an overview of the 3 days of training. This session is intended to set expectations, provide context for the training, and create a comfortable learning environment

- Lesson 1: Enabling Objectives
 - Purpose of Surveys in OD
 - Surveys as a means to an end.
 - What do you already know about surveys? Brainstorm and discussion
- Lesson 2: The Power of Infotool: An Overview
 - Sample surveys, sample results
 - Infotool differentiators
 - Graphical interface
 - Ease-of-use
 - Customization
 - Ease-of-access
 - Ability to upload previous surveys and results

Workshop 2: Customizing an Infotool Survey

- Identifying survey parameters
- Pricing an Infotool Survey
- Customizing the survey: Survey Workbooks
- Setting survey parameters: Local Administrator functions

Workshop 3: Planning & Deploying the Survey

- Project management-- a methodology for establishing and outlining project tasks, timelines, and resources, survey administration and communications
- Participants will be broken down into teams, given an InfoTool application and solution, and then provided time to develop a survey Plan. The teams will present their plans during Workshop 6.

Workshop 4: Navigating and Interpreting Survey Results

Several lessons, each covering one or more related analytical views, comprising detailed walk-through of sample results, with **team exercises** to illustrate options and illuminate findings, and interpret performance/satisfaction gaps.

By the end of this module, participants will be able to:

- Take a tour through the survey results
- Explain the meaning of key statistical concepts terms, including mean, standard deviation, significant difference, sample size, etc.
- Drill down into the data using demographics
- Sort critical elements in the data, create an initial interpretation
- Explain correlations
- Road map solutions linked to critical success factors, a few tools

Workshop 5: Presenting survey results to Senior Management

- Preparing the Executive Briefing-- creating permanent documentation of survey research assumptions, methodology, and findings for current and future decision makers in the organization.
- Summarizing and reviewing the data
- Review elements of an effective report

Workshop 6: The Team Challenge

- Teams identified in Workshop 3 will present their workbook solutions, survey designs and explain survey rationale, desired outcomes and potential action plans.

Workshop 7: Selling an Infotool Survey to Management and clients

- Strategies and Techniques for selling an Infotool survey

- Infotool best practices

Workshop 8: Reseller Update

- Resellers will learn about changes to the 2008 InfoTool Reseller program including pricing, commission structures and sales objectives