



LearningConnect® Training Series

IdeaConnect is proud to be Your Source for Everything LearningConnect®

Looking for a new, exciting way to learn more from your consumers and enhance your team at the same time?

LearningConnect® is a proven facilitated qualitative research approach that ensures you and your team will reach shared understanding and alignment and higher levels of performance every time. And because it is structured to be a multi-day, intensive process, you can get more accomplished faster ... and who doesn't want that?

Course of study toward Certification as a LearningConnect® Master Facilitator

We offer 3 levels of LearningConnect® Facilitator training designed for you as a Qualitative Researcher to expand your repertoire of qualitative team learning approaches.

Our trainings give each and every participant the opportunity to hear what we do, see what we do, and - most important of all - do what we do. And when the laughter, sharing, insightful discussion and hands-on practice sessions are done, you'll return to work ready to apply everything you've learned.

LCF100 – Fundamentals of LearningConnect®

Our foundational training provides an introduction and overview of the LearningConnect qualitative research process. This highly interactive session grounds you in the elements of facilitative leadership and in the practical applications of the process preparing you to successfully facilitate your team.

LCF100 Outcomes include:

- A working understanding of the **7 Stages of the LearningConnect Process**.

- An applied understanding of **basic graphic facilitation practices and visual thinking techniques** to effectively support team learning throughout the LearningConnect Process.
- An understanding of the basic and expanded uses of the **Graphic Templates** through:
 - Hands on practice with Graphic Templates as a Facilitator and Participant through the different Stages of the Process.
 - Designing activities, making preparations and facilitating using Graphic Templates in a Qualitative Research setting.
 - Experience with several different basic Qualitative Analysis & Synthesis approaches for data collected on Graphic Templates.
- Introduction to using **collage storytelling and visuals** in the LearningConnect Process.
- The ability to **design a basic multi-day session** applied to your personal project.
- **Support and coaching from the founders** of IdeaConnect LLC and a focused group of committed learners.

You will also receive a LearningConnect Design Kit, stocked table bag, and templates to get you started right away.

LCF200 – Advanced LC® Principles & Practices

Prerequisite LCF100 Fundamentals of LearningConnect.

Our advanced training activates deeper levels of facilitative leadership mastery which is applied directly to your LearningConnect practice and beyond. LCF200 training also includes specific focus on design and facilitation of LearningConnect Stages 5-7, Analysis & Synthesis, Sharing & Building, and Action Planning; a working understanding of KnowledgeConnect, our proprietary approach to

organizational knowledge transfer; a deeper dive into use of visuals and storytelling; and materials including an expanded set of tools and templates.

LCF200 Outcomes include:

- Increase skill in facilitating the LC Process - **evolve your facilitation practice to more confidently lead teams** through the analysis and synthesis of qualitative data and the transfer of knowledge.
- Build a deeper understanding of what it takes and how to successfully **move teams from insight to meaningful action**.
- Development of **Facilitative Leadership Skills and your unique Facilitation style**. Focus areas will include:
 - **Manage Operations and Ownership** – How to coordinate the physical details necessary for planning and delivering a successful session. Build commitment to the content and transfer ownership of the process through ongoing coaching. Align to the power to stand on your own as a facilitator.
 - **Manage Information** – How to engage and stimulate the mental realm. Provide focus and clarity around learning outcomes and objectives. Combine technology and low tech / high touch approaches to direct the flow of learning. Engage the power of intention to guide your facilitation.
 - **Manage Energy** – How to tune into the emotional flow as participants learn and apply new information to their work. Invite full participation, build trust in the process and support any resistance to change in order to gain full alignment. Respond to unanticipated change with ease and flexibility. Understand the power of love to work internally and externally as a facilitator.
 - **Manage Attention and Action** – How to energize grounded action. Enroll and orient to the desired outcomes. Set the energetic pace

for the session and add energy to keep things moving. Illuminate new learning through application to the real business. Activate the power of practical action in your facilitative environment.

- **Actualize Your Unique Style** – Identify and express your unique, authentic characteristics and creative essence as a facilitative leader.
- **Receive support and coaching from the founders** of IdeaConnect LLC and a focused group of committed learners.

You will also receive tools to support your LearningConnect facilitation practice.

LCF300 – Independent LC® Field Based Study

Prerequisite LCF200 Advanced Principles & Practice.

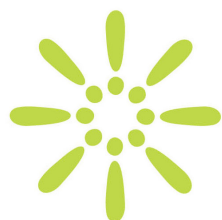
This in-the-field training is intended for those practitioners wishing to explore novel applications of the practices and principles of LearningConnect or who wish to create new processes for their own practice.

A deeply integrated understanding of the elements of facilitative leadership will be applied to each individual's course of study. Ten hours of personal coaching will be provided by LearningConnect's creator, Lynette McCormack. A presentation summarizing your field based study is required for certification as a LearningConnect Master Facilitator.

Completion of LCF300 gives you Certification as a LC® Master Facilitator.

- Provides you with credentials as a LearningConnect Master Facilitator
- Membership in an elite LCF Community of Practice – a growing professional network of practitioners to share with and learn from
- Priority access to the founders of IdeaConnect LLC for ongoing support in your evolving practice

Please note: The LCF Training series certifies Individuals – Certification is not transferable; an Individual's certification does not constitute certification of an entire organization.



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LearningConnect®

