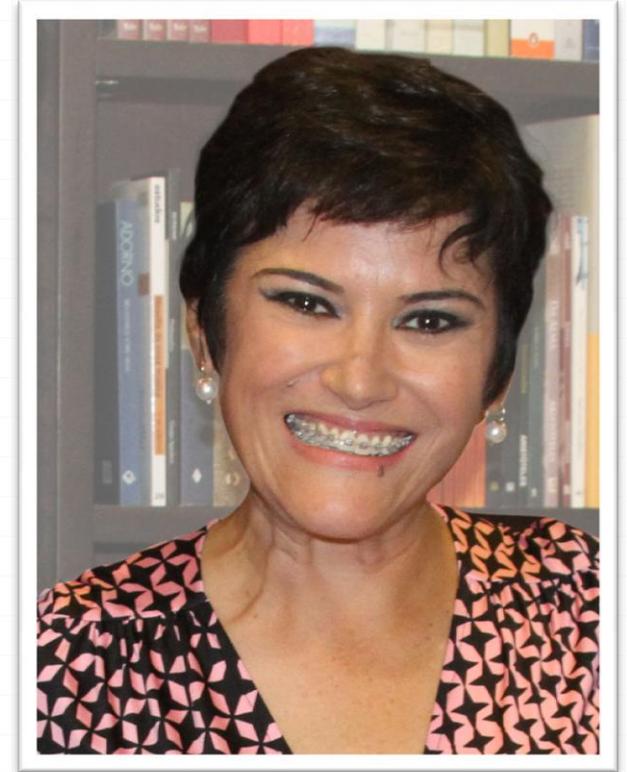


Designing Learning with Canvas

A tool to facilitate Healthcare SMEs Jobs

- Founder of SG, a training company focused on learning transfer, that has helped companies such as Assurant, Johnson & Johnson, Bridgestone, Bayer, Rubbermaid, Bradesco, EMD Serono and Itaú Bank among others for the last 15 years.
- Business model Innovation certified.
- Inventor of Trahentem® Methodology for Learning Design using Canvas
- Author of the best sellers “Gamification. How to create engaging learning experiences. A complete guide: from theory to practice” and “Trahentem® methodology for Learning Design using Canvas”.
- Professional Speaker.



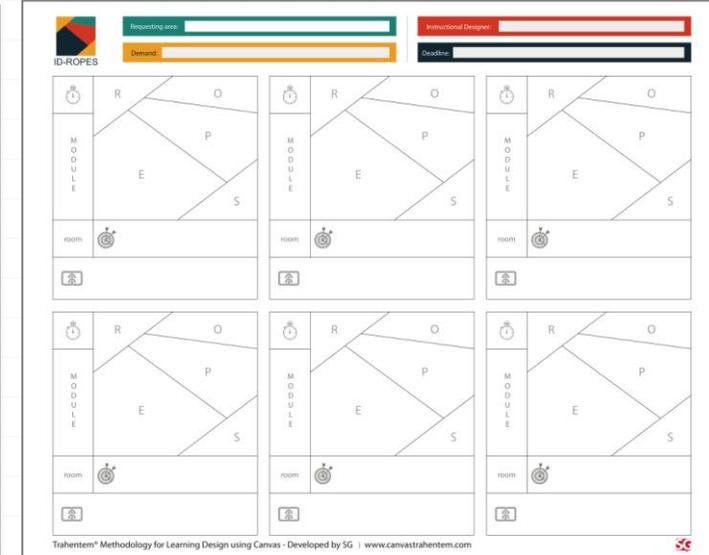
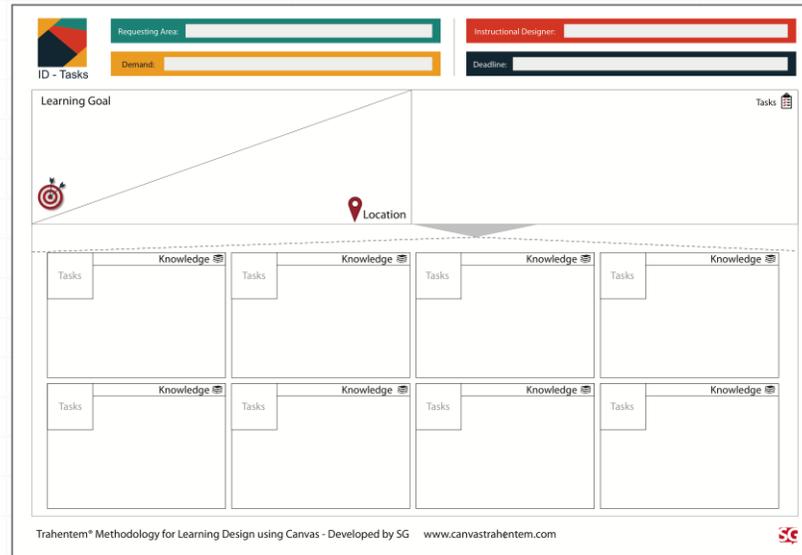
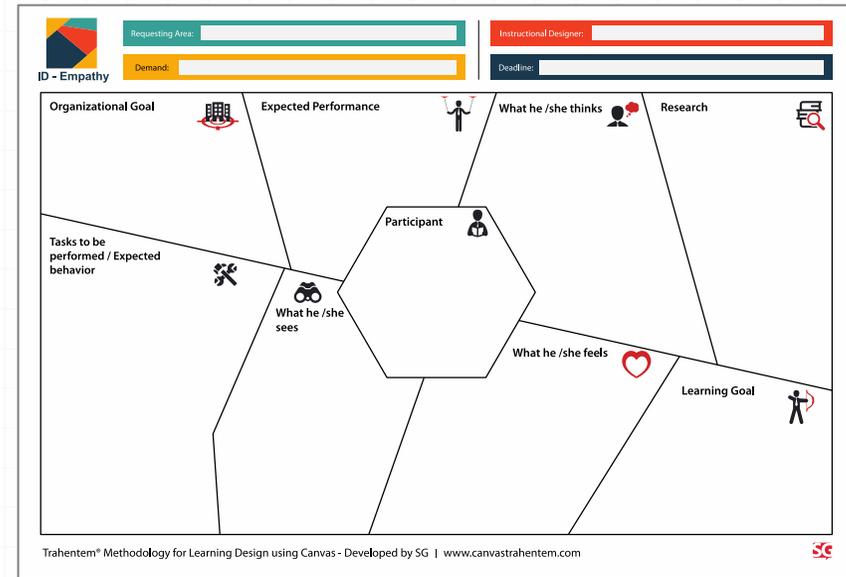
Flora Alves

After this webcast, participants will be able to:

- Explain what Trahentem is, what is used for, and how to use it.
- Define Canvas, distinguish the tree models presented, and describe their application.
- Design Learning solutions (training sessions) with the use of Trahentem, using handouts and instruction cards.

How we will get there

- Context.
- Working with SMEs.
- Trahentem tool.
- Q&A.



Today's World...



- **VUCA** (Volatility, Uncertainty, Complexity and Ambiguity);
- Fast
- Connected
- Liquid



Where is the classroom?





**LEARNERS
AND
HEUTAGOGY**



SMES

- They have to teach others what they know.
- Sharing their knowledge is crucial but they are busy with other things.
- Different backgrounds.
- They know a lot about their areas of expertise but they need to learn about learning and Instructional Design.

Make it easy for them, give them a road map!

THE TOOL - WHAT IT IS?



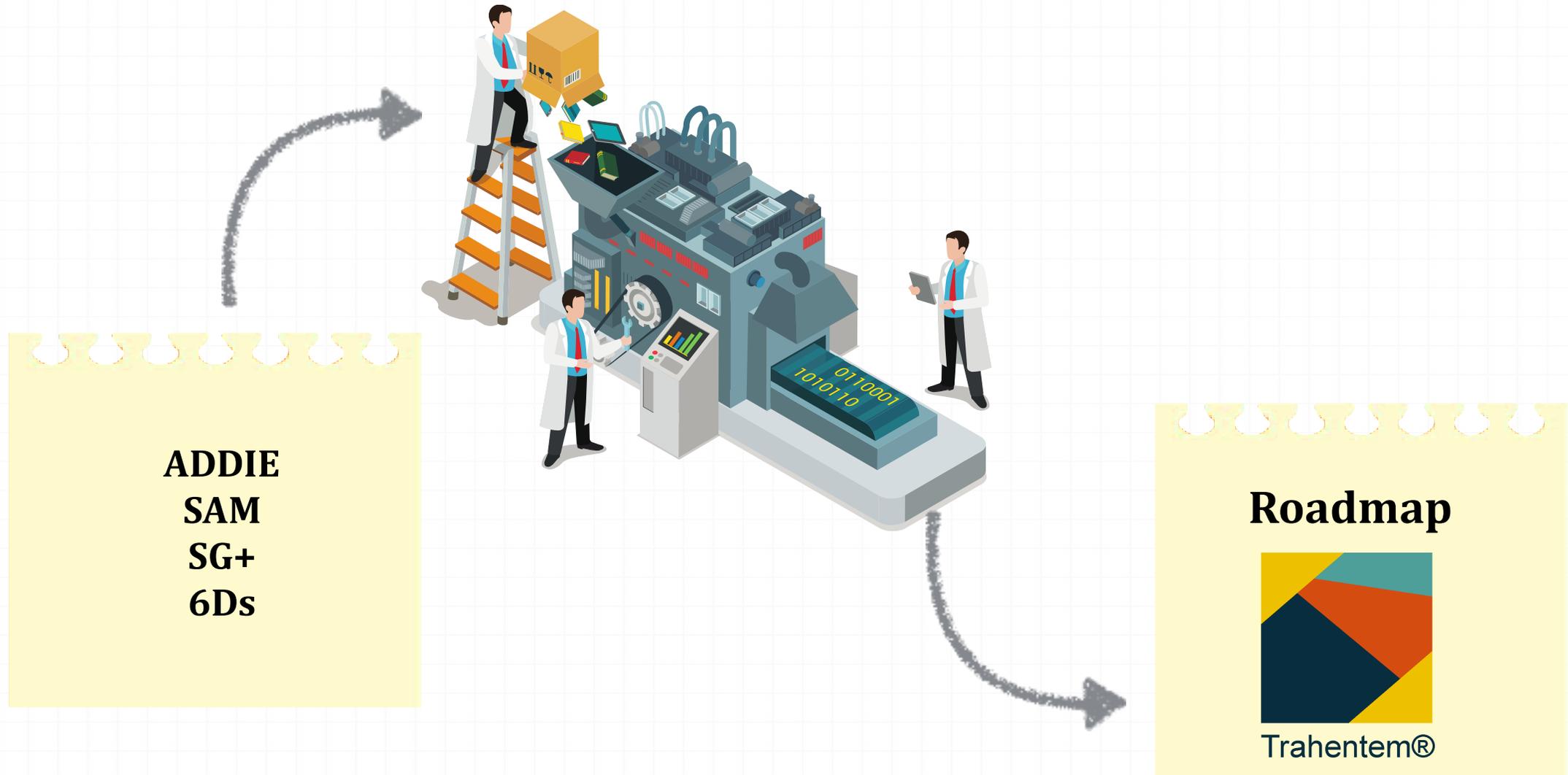
Trahentem®



Drawing in Latin

“The Trahentem® Methodology for Learning Design using Canvas is a tool that uses three Canvas models to facilitate the process of Designing Learning Solutions (training sessions) focused on how people learn and how they perform.”

Theory put into practice – Helping SMEs to Design Learning

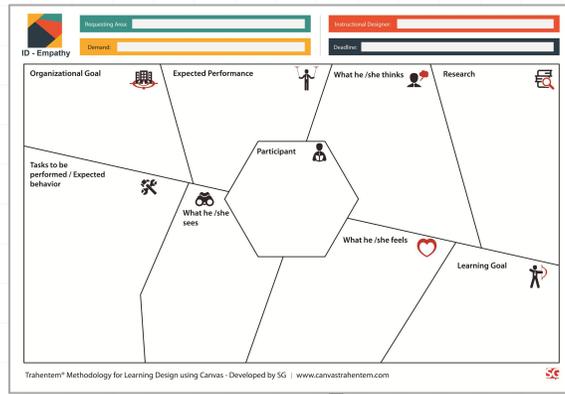


Canvas

Canvas is an English word that derives from Latin and means “canvas/screen”.



It all works with post-its

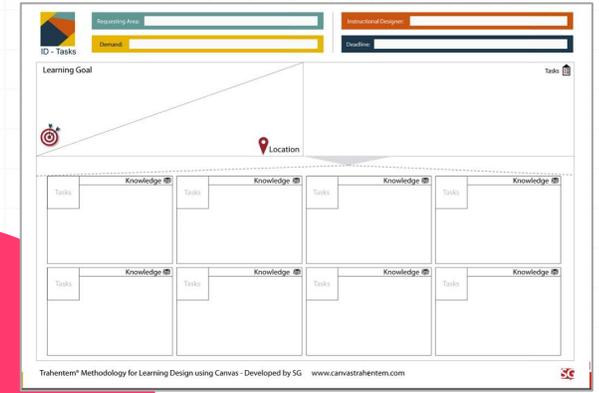


ANALYSIS

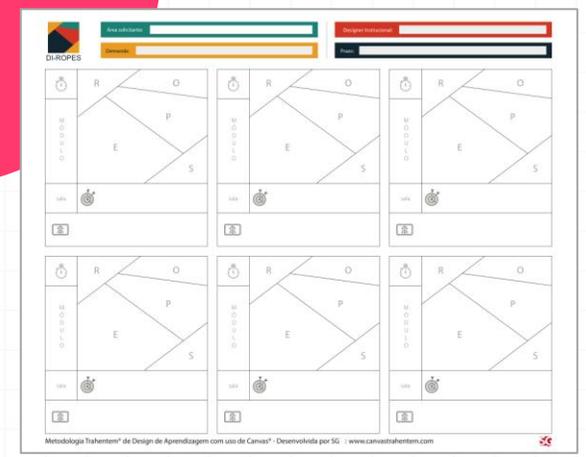
EVALUATION

TRAINING CYCLE

DESIGN

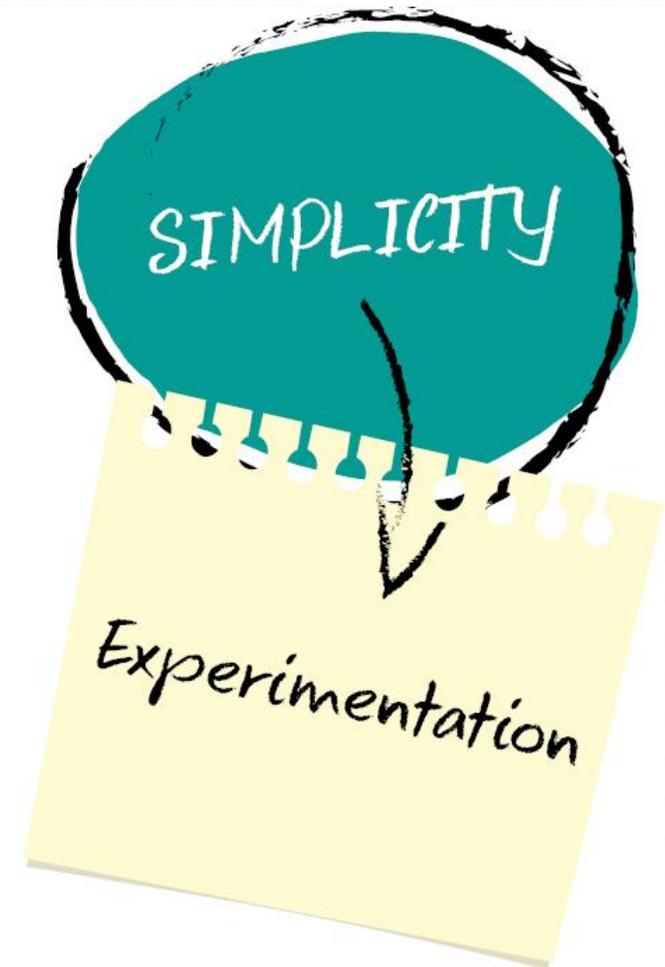
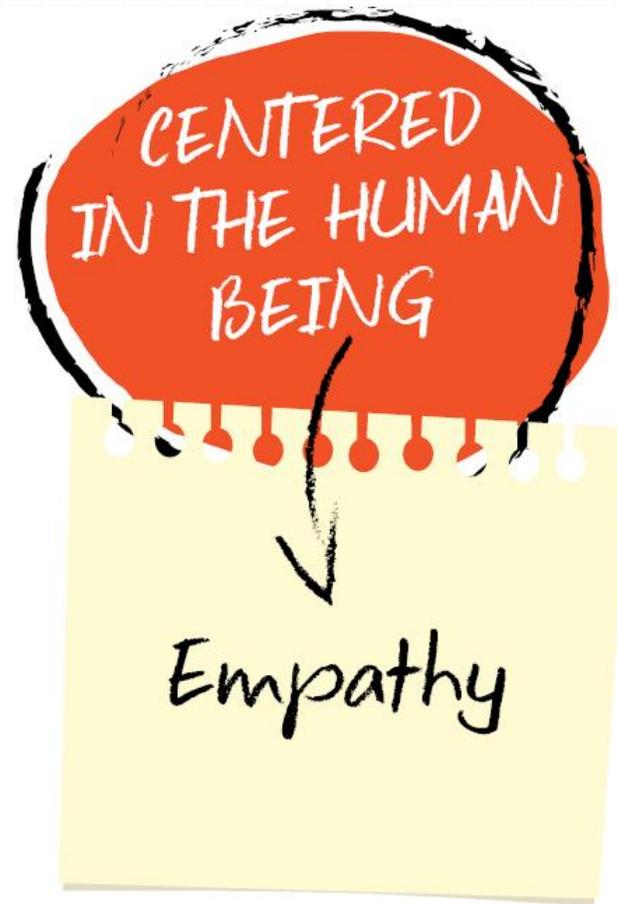


IMPLEMENTATION

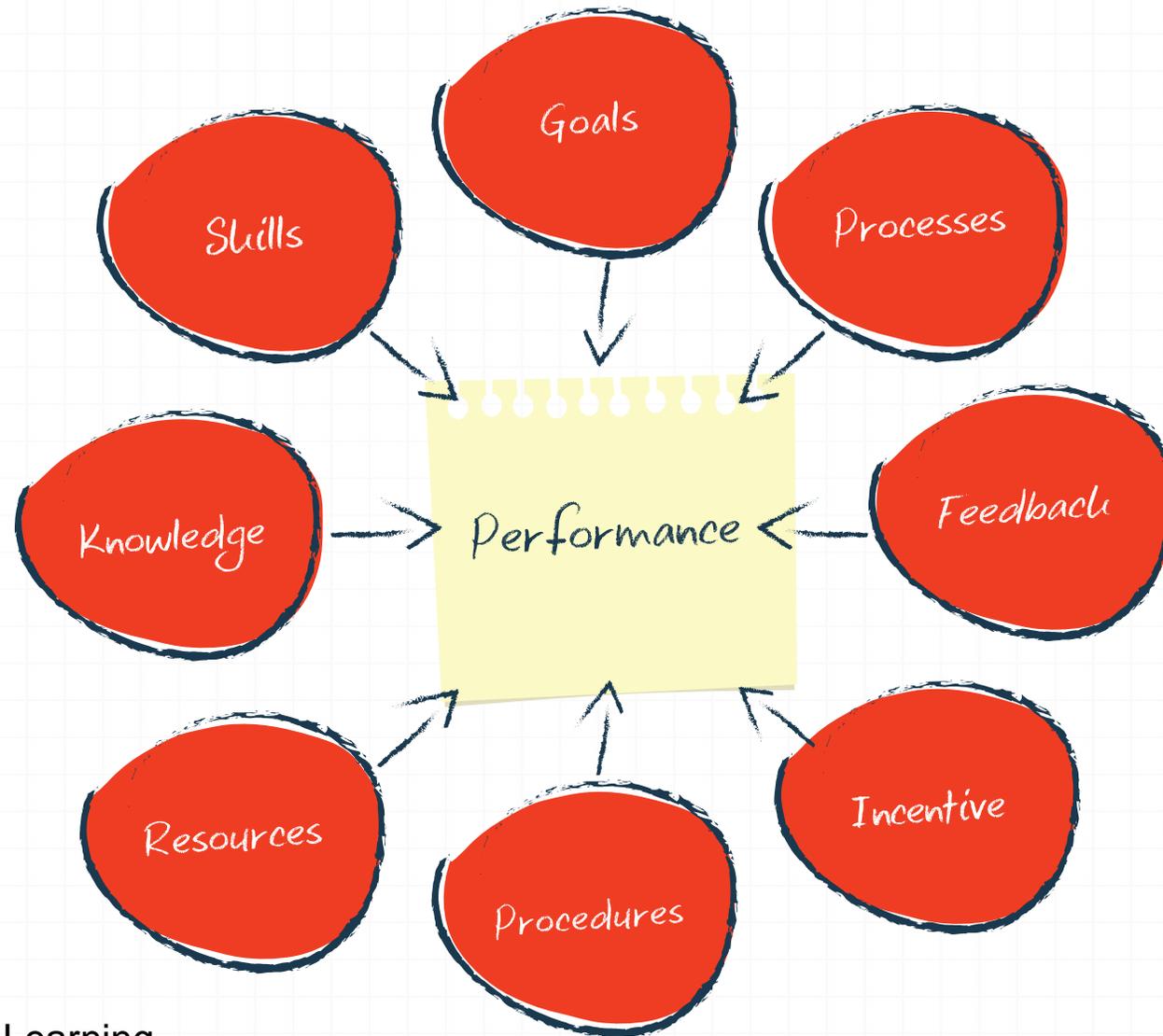


WHAT IS IT FOR?

WHAT THE TRAHENTEM APPROACH BORROED FROM DESIGN THINKING



Performance Influencers



Adapted from ASTD Designing Learning
Certificate Program – Current ATD



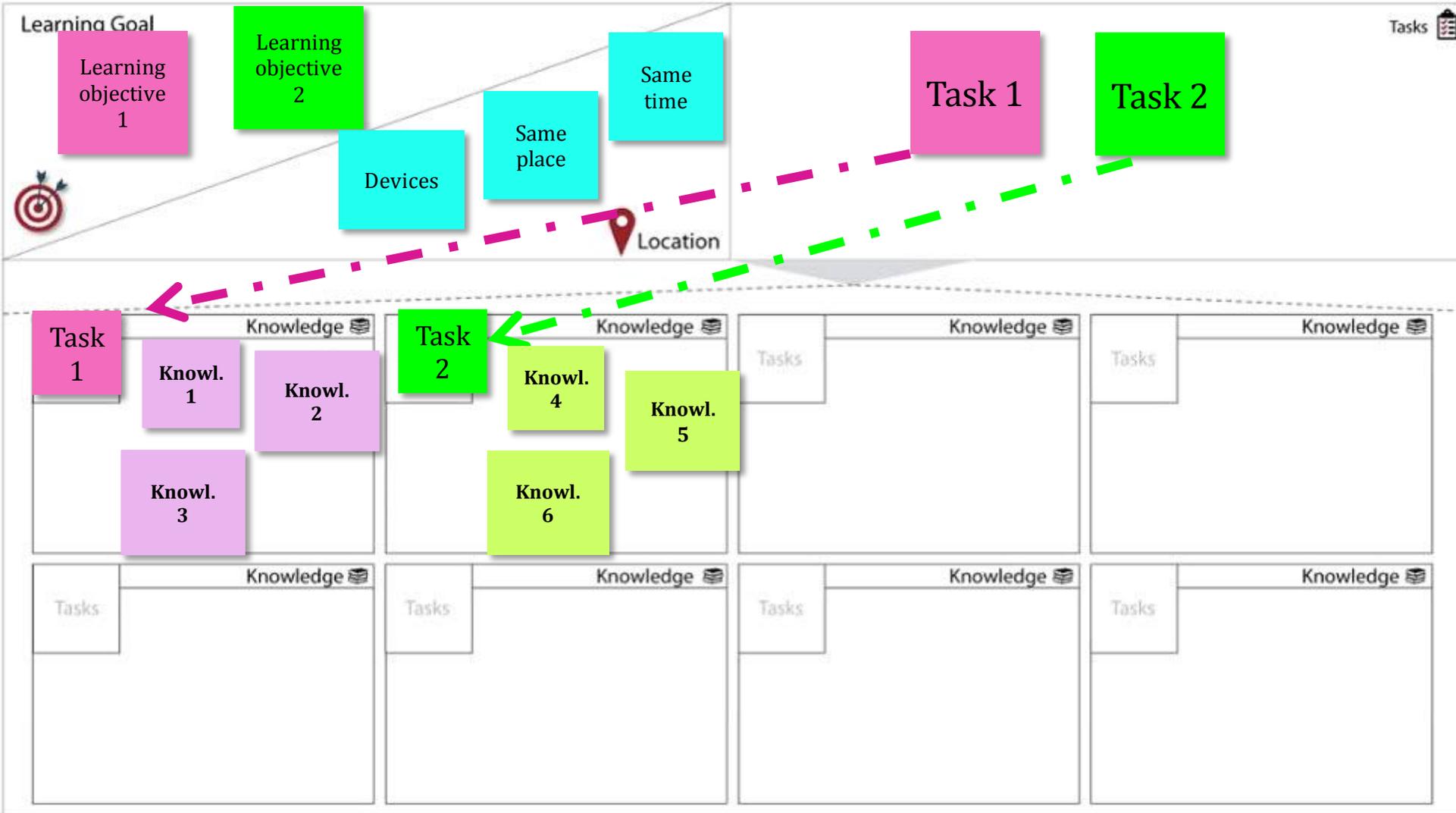
ID - Tasks

Requesting Area:

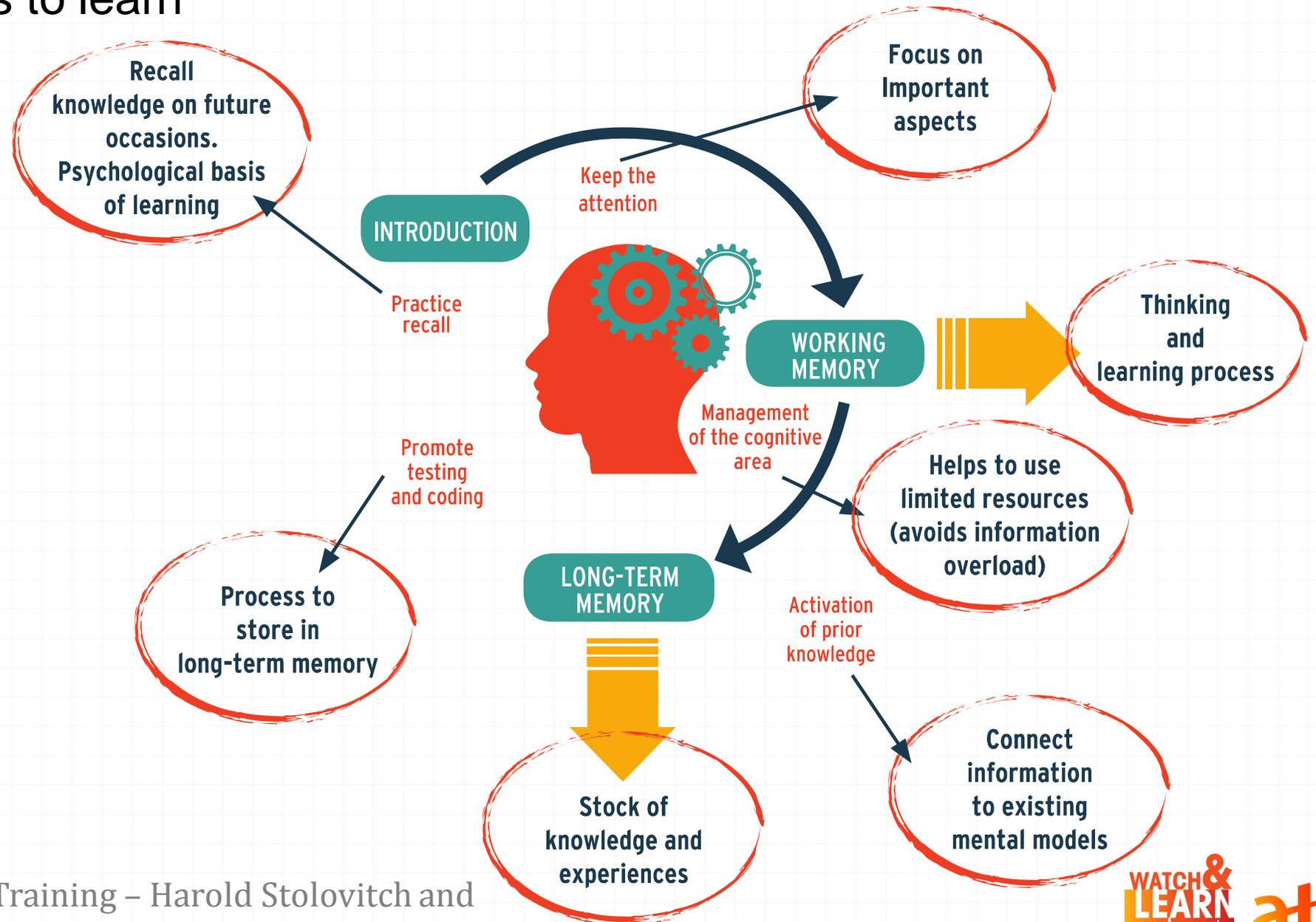
Demand:

Instructional Designer:

Deadline:

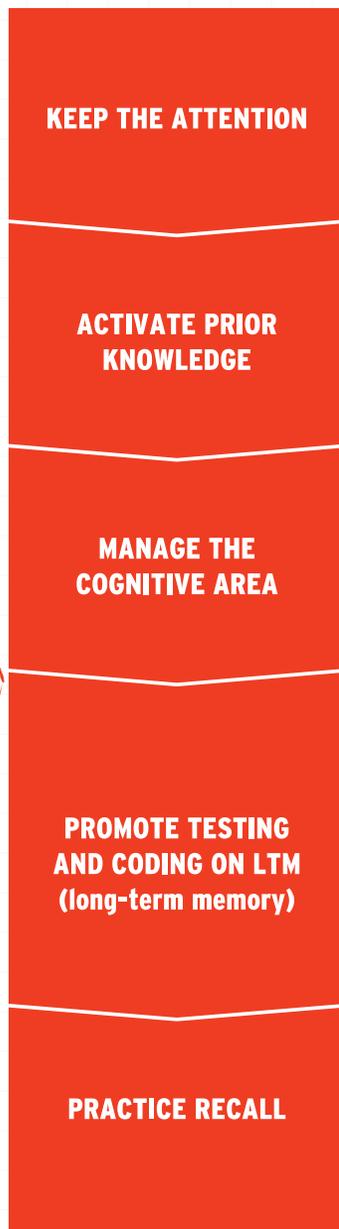


Helping others to learn



Adapted from Telling Ain't Training – Harold Stolovitch and Erica J. Keeps

PSYCHOLOGICAL LEARNING PROCESSES



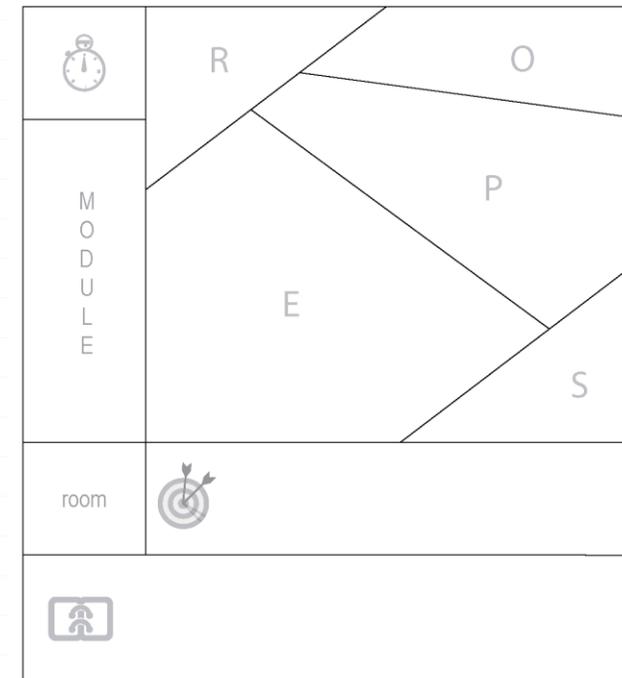
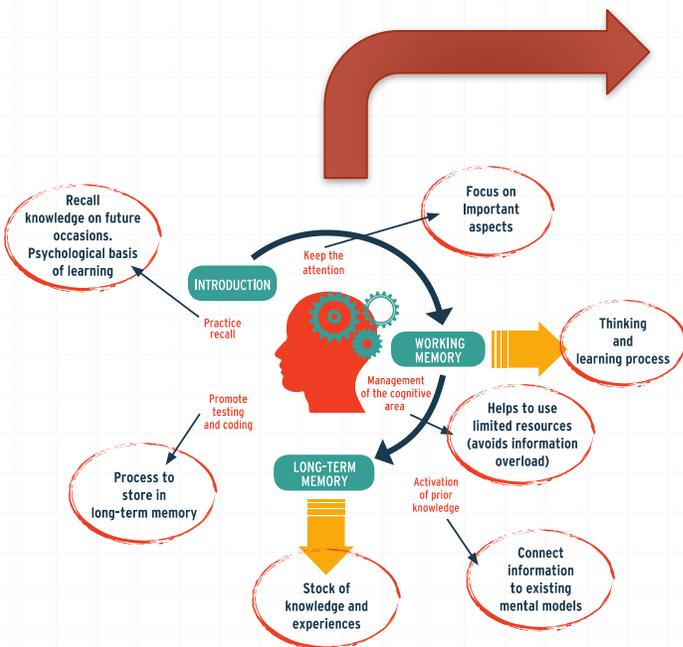
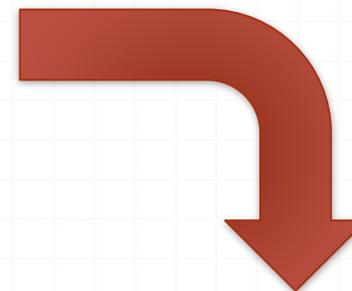
LEARNING EVENTS - GAGNÉ

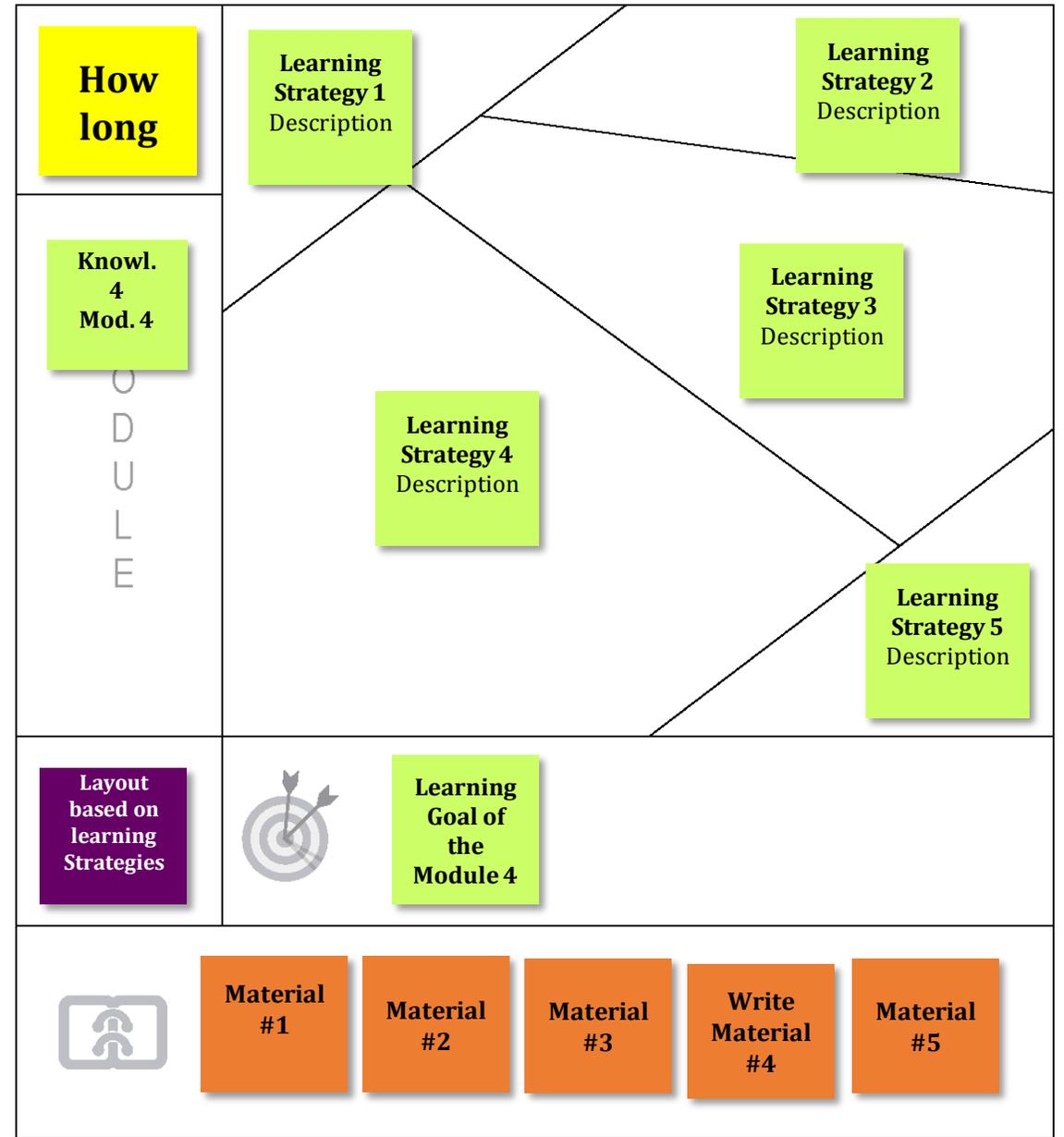
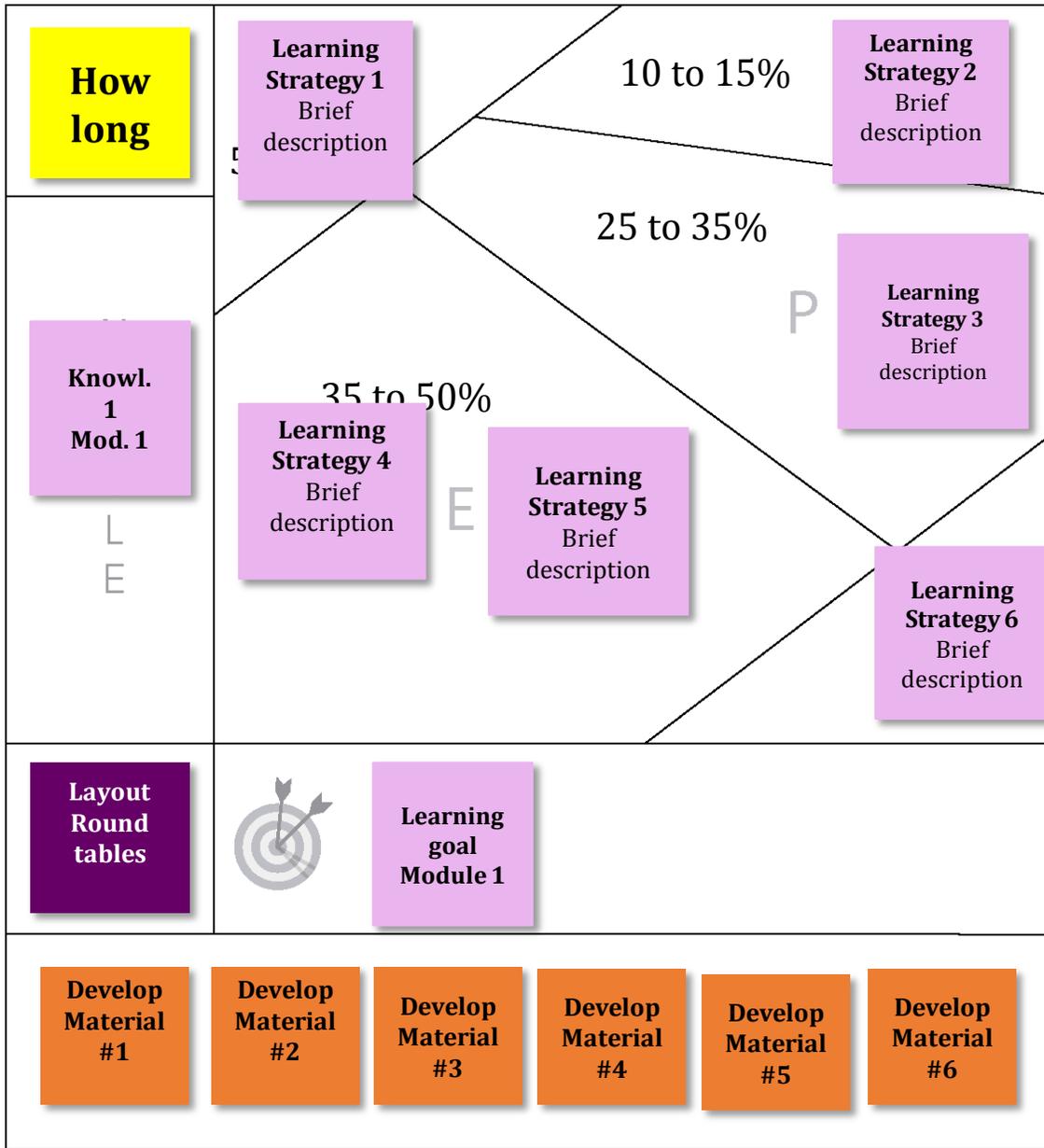


ROPES MODEL



ROPES Model = 5 steps

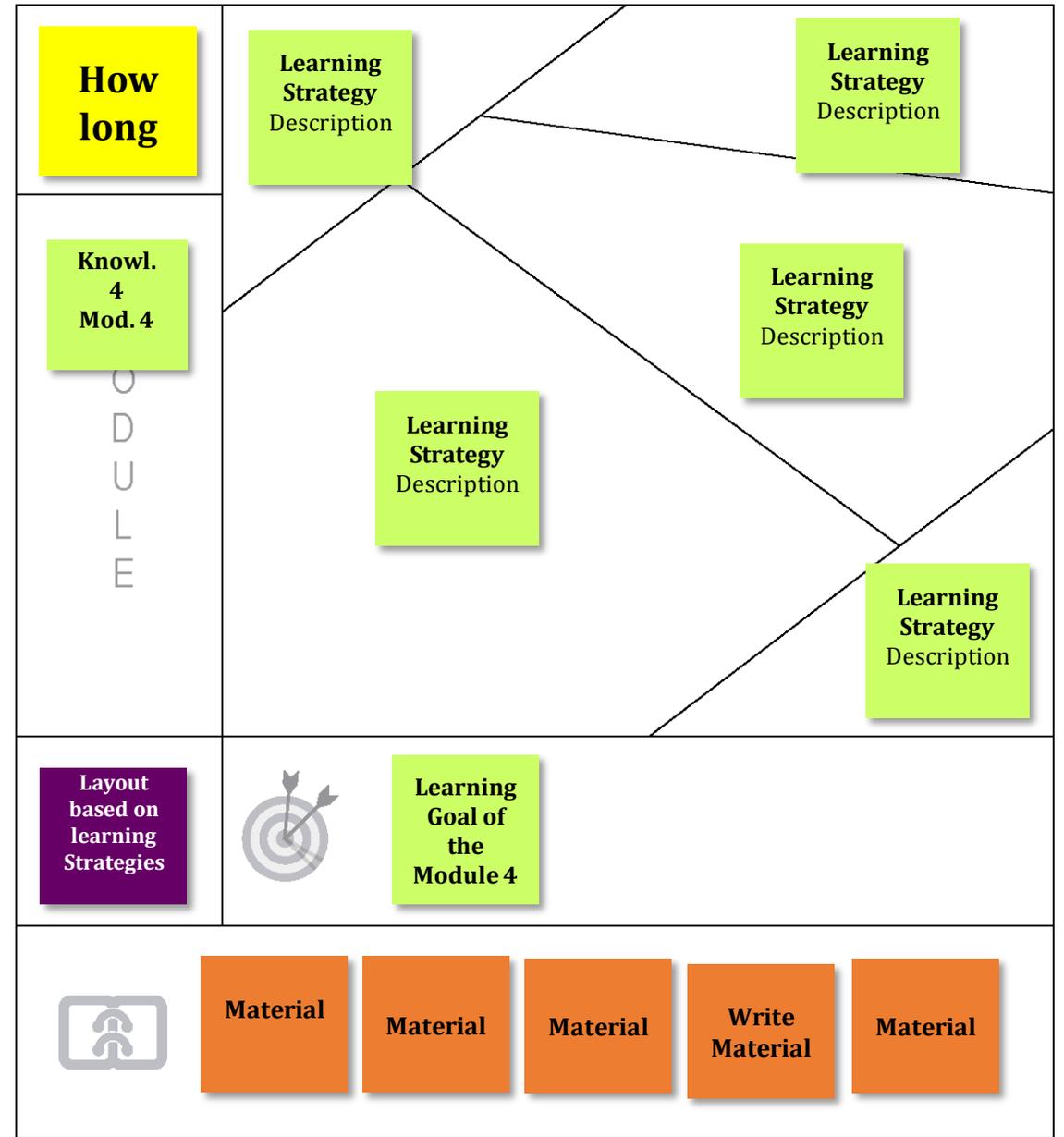
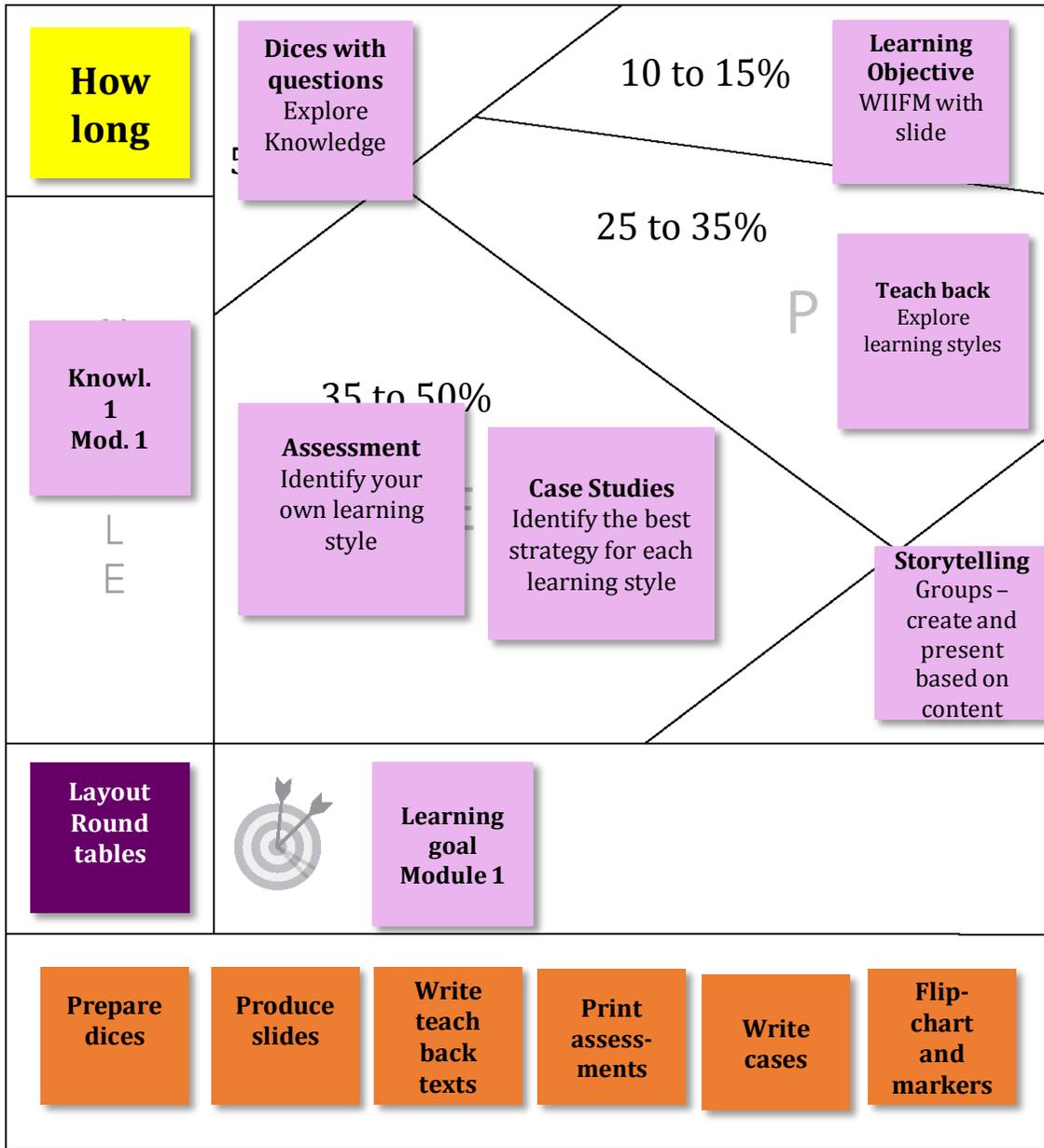




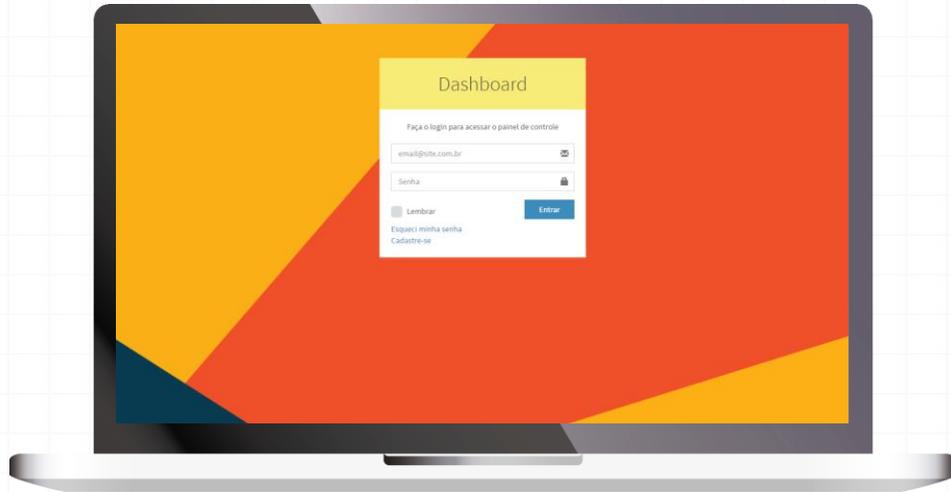
Choosing Instructional Strategies

TECHNIQUE	DESCRIPTION	BEST USE (*)			TIPS
		K	S	A	
ROLE MODELING	Behavior modeling or the example to be followed by others. It can be done by the facilitator, a specialist or a volunteer.	X			Use when necessary to exemplify the model to be followed.
Study Case or Scenario	Analysis and solving of problem, situation or actual case, done individually or in small groups.	X	X	X	Ideal for presenting subjects, exercising and verifying learning.
Films	Presentation of film clips or didactic videos followed by debriefing.	X			It can be used in any ROPES phase, changing only the form of debriefing.

K = Knowledge | S = Skills | A = Attitudes



WELL - DESIGNED SOLUTIONS



Digital Tool



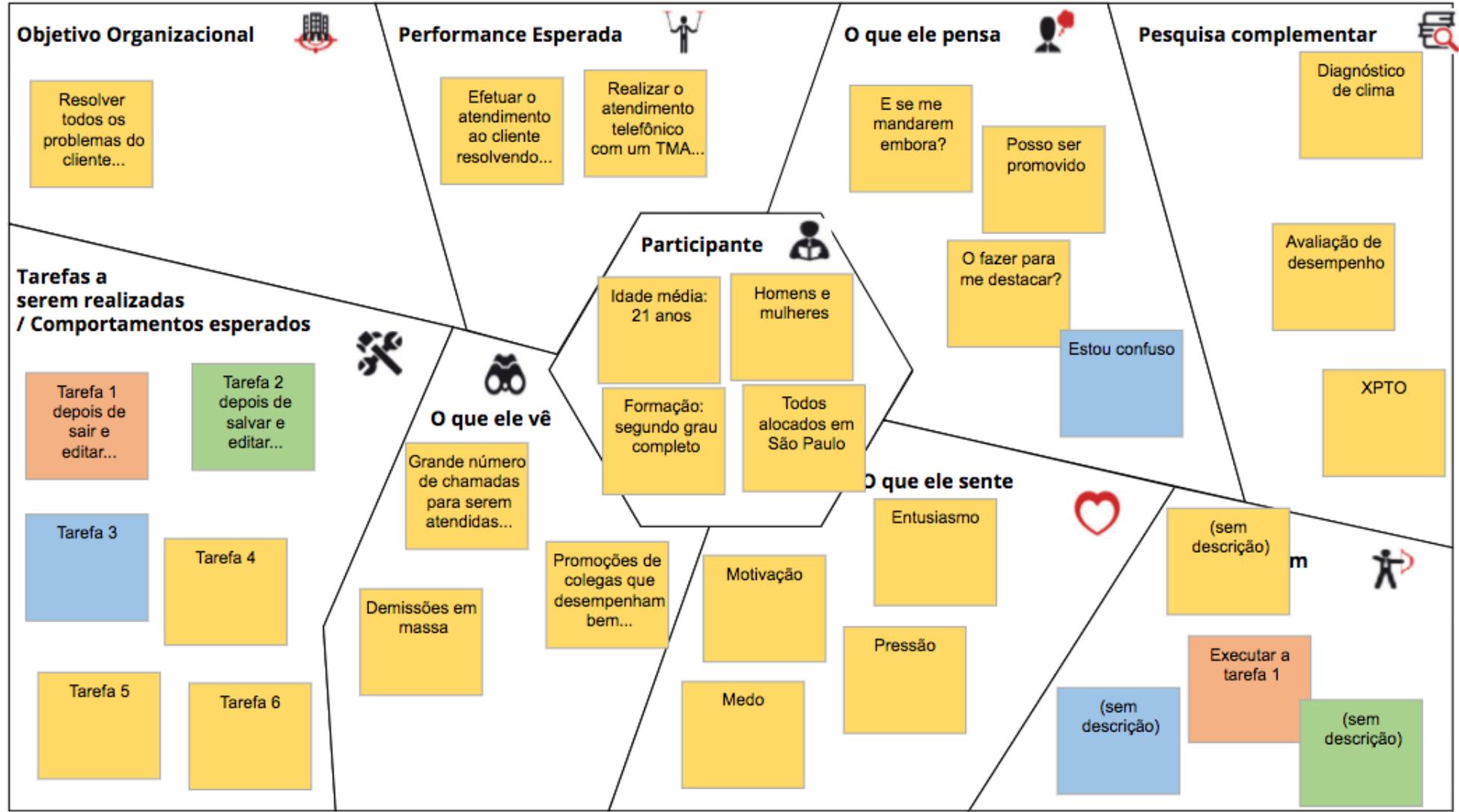
Trahentem®

BENEFITS:

- **Visual and collaborative;**
- **Intuitive;**
- **It acts as a road map for the design of complete learning experiences.**

- Objetivo organizacional**
 - Resolver todos os problemas do cliente internamente evitando o acionamento de órgãos reguladores
- Performance esperada**
 - Efetuar o atendimento ao cliente resolvendo 100% dos problemas relatados pelo cliente.
 - Realizar o atendimento telefônico com um TMA de 4 minutos
- O que ele pensa?**
 - Posso ser promovido
 - E se me mandarem embora?
 - O fazer para me destacar?
 - Estou confuso
- Pesquisa complementar**
 - Diagnóstico de clima
 - Avaliação de desempenho
 - XPTO

DI Empatia



Adicionar membro

E-mail

flora@sgconsult.com.br

Cancelar Convidar

Equipe do Projeto

Gestão do Tempo

Busca rápida: Quem você está procurando

Membros



You can invite people to collaborate with you in your project



Tarefas a Realizar/Comportamentos Esperados

Tarefa 4

Color selection: Yellow, Orange, Pink, Purple, Blue, Green

SALVAR **CANCELAR**

ANOTAÇÕES

Empty text input area

COMENTÁRIOS E LOG

Sistema:
Flora criou o post-it

Enviar

É UM GAP DE APRENDIZADO?

SIM NÃO

It is a learning GAP

Definir Objetivo de Aprendizagem

Será criado um post-it automaticamente em **Objetivos de Aprendizagem**, vinculado a esta tarefa.

Para definir o Objetivo de Aprendizagem preencha o campo abaixo.
Caso queira fazer isto depois, basta editar o post-it que será criado.

Continuar

When you define a task as a learning GAP, the tool guides you to write an specific learning objective

Objetivo organizacional

Resolver todos os problemas do cliente internamente evitando o acionamento de órgãos reguladores

Tarefas a Realizar

Tarefa 4

Performance

Efetuar o atendimento telefônico com o cliente em menos de 5 minutos

O que ele pensa

Posso ser proativo

E se me mandarem embora?

O fazer para

Estou confuso

Pesquisa complementar

Diagnóstico de clima

Avaliação de desempenho

XPTO

DI Tarefas

Objetivo Org

Resolver

Pesquisa complementar

Diagnóstico de clima

Avaliação de desempenho

XPTO

É UM GAP DE APRENDIZAGEM

Demaisões em

SALVAR

CANCELAR

SIM



DO 
WITH 
BETTER 
FASTER 



To receive a notification when we go live access the link and fill out the form!

Soon a new digital Trahentem for you!

With new resources, new design and plenty of news!

NOTIFY ME!

Name (Required)

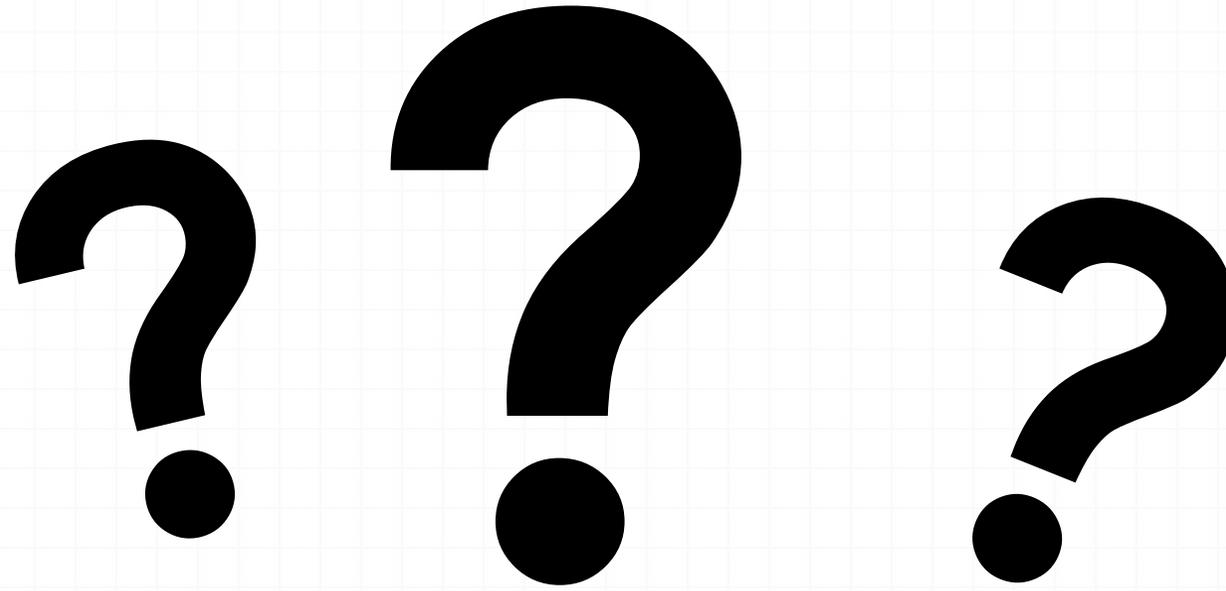
Company (Required)

Email (Required)

Cell Phone (Required)

Business Phone (Required)

I WANT TO BE NOTIFIED!



QUESTIONS &

ANSWERS

Remember to download your Handouts and focus on your learning transfer!

TRAHENTEM CANVAS – PRINT SPECIFICATION FOR THE CANVASES

CANVAS	PAPER	GRAMMAGE	COLORS	SIZE
ID-Empathy	Sulphite	120g	4/0	130 x 89,5 cm
ID-Tasks	Sulphite	120g	4/0	130 x 89,5 cm
ID-ROPES	Sulphite	120g	4/0	140 x 112 cm





flora@sgconsult.com.br



Flora Alves



Flora Benedita Alves



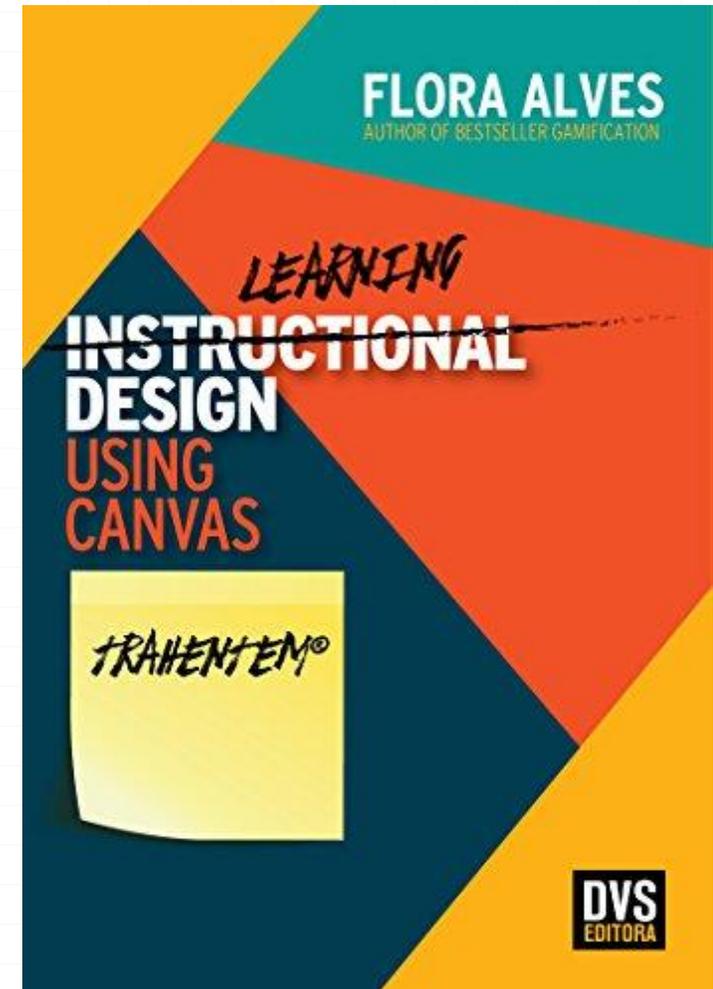
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