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**Management Skills Webinars**

*LXD Guide for Instructors*

**Why Management Skills Webinars?**

The terms “leadership” and “management” are often used interchangeably. While there is some overlap between the work that leaders and managers do, there are also significant differences. (Optional Read- [**Leadership vs. Management: What’s the Difference?**](https://online.hbs.edu/blog/post/leadership-vs-management)-Harvard Business Review Online, *10 min*)

Unlike leadership development, which generally requires a small learning cohort, dialogic approaches, and time, management skills courses can usually stand as their own offering. Historically, many management skills courses within the City have been exclusive to the Supervisor Development Program. They have enriched that program but were unavailable to anyone outside of the cohort. Since this year’s Supervisor Development Program will be virtual once again, there is an opportunity to market management skills courses to all City staff in addition to the Supervisor Development Program participants. We think your topic could lend itself to being a webinar offered to this larger audience.

**Beyond “Training” to Great Learning Experience Design (LXD)**

Like any other learning experience, webinars benefit from thoughtful instructional design that centers the learner experience. Organizational Development regularly offers a [**3-session course on The Basics of Learning Experience Design**](https://www.cityofmadison.com/human-resources/professional-development/courses/basics-of-learning-experience-design-lxd) that we recommend to all of our internal partners. Some resources, tools, and templates from this course are shared below.

**Watch**

[**This is Learning Experience Design**](https://www.youtube.com/watch?v=pt1RC-tKjtM) (Explainer Video by Neils Floor, *3 min.*)

Learning comes from experience, that's a fact. But what kind of experience makes you want to learn and helps you achieve your goals? And how do you design such an experience?

[**What is ADDIE**](http://raypastore.com/wordpress/2018/07/what-is-addie/)**?** (Ray Pastore, *4 min*)

Explainer video describing the basic instructional design model ADDIE. This video is designed for those brand new to the field.

**Analyze Learning Needs**

It’s important for all of us to remember that Management Skills Webinars are not webinars for Managers. Because they’re open to all City employees, webinars should be designed to share the what, why, when, and how of management skills that employees can immediately apply.

**Reflect**

What’s your course about (in 5 words or fewer)?

What are the biggest takeaways participants should leave with?

*Following this session, learners should be able to . . .*

**Design Your Session**

If you’ve already taken the Basics of LXD Course or some custom version of it, some of the materials below may be repeats for you, but we think they’re important fundamentals for all Learning Partners to embrace.

* [Building Better Learning Objectives](https://media.cityofmadison.com/Mediasite/Play/55edfb77aa674998b5e3f58aaf09feeb1d) (video) + [Learning Objective Builder](https://www.cityofmadison.com/human-resources/documents/1%20LXD_Learning%20Objectives%20Builder.docx) (tool)
* [Creating a Lesson Plan](https://www.cityofmadison.com/human-resources/documents/Creating%20a%20Lesson%20Plan%20ACTIVITY.docx) (tool and template)

**Develop Learning Materials for Your Session**

The very best courses consider the learning needs of all participants, especially the tools that can help learners make sense of information during the class and extend their knowledge after the course. Great learning materials use plain and inclusive language, and are both technologically and content accessible.

* Plain Language using [Hemingway Editor](https://hemingwayapp.com/) (tool)
* Inclusive Language using the [Language Style Guide](https://www.cityofmadison.com/mayor/apm/hr/APM2-52Attach2.pdf) (tool)

**Implement Your Session**

Now that the course is designed and developed, it’s time to bring it to life for your learners. How will you keep the focus on the learner? Create and protect an inclusive learning space? Prepare, practice, and perform at your highest level?

* [Instructor Core Competency Form + Rubric](https://www.cityofmadison.com/human-resources/documents/Instructor%20Core%20Competency%20Form%20(Blank).xls) (tool)
* [Art & Science of Virtual Training](https://www.cityofmadison.com/human-resources/professional-development/courses/art-and-science-of-virtual-training) (course)

**Reflect**

Based on the Core Competencies, what is one thing that you’re going to work on in preparation for your Management Skills Session?

**Evaluate Your Session**

When will you know if learners have met your learning objectives? We’ll conduct a basic survey with pre-and post- questions related to learning objectives. But are there other ways to check-in to see if your course is getting the behavior change and results you expect?

* [Kirkpatrick’s Levels of Learning Evaluation](https://www.mindtools.com/pages/article/kirkpatrick.htm)

[SUBMIT WEBINAR MATERIALS](https://www.surveymonkey.com/r/5YHRPPH)