

THE TRAINING DESIGNER'S CLUB

VIP MEMBERSHIP



**WHAT'S IT
ABOUT AND WHY
BECOME A
MEMBER?**



Training
Designer's
Club

**YOUR VIRTUAL
L&D TEAM**

ABOUT THE TRAINING DESIGNER'S CLUB VIP MEMBERSHIP

Resources - Community - Continuous Development

The VIP Training Designer's Club is a community for L&D professionals where they can continuously develop their knowledge and skills in the flow of work. It helps them to create effective and engaging learning experiences more quickly, easily and efficiently than they would on their own.

How does that work?

By providing regular informal training consultancy, structured personal development events plus a bank of ready-to-use resources. Armed with the latest thinking, practical tips and how-to guides and a generous peer community that engage daily and meets weekly, the L&D professional can overcome challenges, keep their solutions fresh AND get things done more quickly.

How is that different to the CIPD/LPI?

We aren't about policy or theory. We're about PRACTICE: Rolling our sleeves up and getting RESULTS. We focus on YOUR business, YOUR challenges and YOUR solutions. We provide personalised support in a highly responsive way, whether that's helping to design a specific session or providing a safe space to try out new exercises or technology BEFORE going live.

WHY JOIN?

Who is it for?

ANY L&D professional who values light-touch, regular and practical support. But it is ESPECIALLY useful for:

- Lone L&D Managers (who are the entire L&D department)
- HR Managers who have to pick up L&D, when it's not their area of expertise
- Freelance consultants who want to work informally with others
- Small L&D teams who would value an external perspective

VIP membership means that you become part of a large virtual L&D team which has a wide range of experience and expertise that you can tap into at any time.

It's like having your own training consultancy for a fraction of the cost.

What does it do?

Put simply, it makes designing (and delivering) training easier, more efficient and ensures it's up to date. So whether you want to:

- Save time
- Find new content
- Refresh your exercises
- Try something out before you go live
- Get a second opinion
- Brainstorm ideas
- Ask advice
- Respond quickly to opportunities
- Benchmark yourself against other professionals
- Have the latest thinking served to you
- Be part of a virtual team

Being a VIP member of the Training Designer's Club will help.



ON BEING A VIP MEMBER...

The Weekly Designer Drop-Ins are a refreshing and inspirational hour where you can ask anything without fear, and bounce ideas around for honest feedback to help improve your practice.

Leanne Davies

AMELIA WORKS FOR SOUTH EAST WATER..



I found the Training Designer's Club through LinkedIn, and as someone who works under the umbrella of a wider HR team as the only trainer - I really valued the community spirit I found in the group. Just knowing the challenges and frustrations I have in L&D are largely universal and knowing there's this whole hive of knowledge & experience to bounce ideas with that I don't get from within my organisation - the Training Designer's Club VIP membership really provides me with that support. On top of that, as a trainer I do not always have the luxury of design time as I am always in delivery or at meetings so there's some true magic in reading through the WhatsApp messages I get to see tried and tested ideas, activities, theories and books that I do not have to spend an age finding myself or creating from scratch and can slide them in to my programmes to give them a lease of new life. I see the group as a collective of unofficial mentors, it's expertise I can't access anywhere else and compared to the cost of my professional memberships it's excellent value for money!



THE CORE FACTS

So what does this COST?

VIP membership costs £37.50 + VAT each month (or £375 + VAT per year if you pay annually). If you are a small L&D team and want to be part of something bigger, corporate membership starts from £25 per month. It be invoiced to the company on an annual basis.

What do you actually GET?

It's difficult to quantify the VALUE of membership, and there's much more value than can be gained purely through courses and resources, but let's break it down. Included in annual membership is:

- 10 structured Lunch n Learn Events
- 48 Designer Drop-Ins (1-hour group consultancy/coaching sessions) where you can ask for help with anything you're working on.
- 10 facilitated Coaches Catch-Up meetings (IF coaching is part of your role and you'd like to discuss challenges with others in a confidential setting)
- 24 How To Guides
- 50+ Practical Top Tip Videos
- A resource bank containing over 200 exercises, handouts and templates
- A weekly newsletter referencing useful articles and resources
- Free recordings of webinars and past Lunch n Learn events
- 20% off ready-written Power Hour Materials (which sell for £65 or £125 each)
- Discounted courses on training design – typically 50% of non-VIP price

All for £37.50 per month or £375 per year.

BRIONY IS THE ENTIRE L&D DEPARTMENT IN HER ORGANISATION...

The Training Designer's Club has acted as my 'team' over the last 8 months. Starting as THE L&D specialist for a 250 strong company in the middle of a global pandemic could have been a daunting and very lonely place to be, but other members of the VIP community became my sounding blocks, unofficial mentors and my 'go to' for a sanity check. The tools available in our Member Resources are incredibly useful and I've never met a more sharing community. No sooner is the call put out for support, a multitude of ideas and suggestions appear!

Let's put that into perspective...

If you were to buy all this separately, it would cost over £5,700 (and that doesn't include the discounts on training materials and courses).

How is that calculated?

Take a look!



10 Lunch n Learn Development Sessions	£100
Access to a resource bank (approx.) – you can pay anything from £170-£1000+	£300
10 group coaching sessions at £50pp*	£500
48 hours of consultancy @ £100 per hour*	£4,800
Top Tip Videos and How To Guides	£52.50
Total	£5,752.50
Potential savings on 1 course and 5 ready-written modules	£207
GRAND TOTAL	£5,959.50

**Of course, many consultancies charge more than this*

SO, ANOTHER WAY TO DEFINE THE TRAINING DESIGNER'S CLUB VIP MEMBERSHIP IS A 12 MONTH GROUP COACHING PROGRAMME (WITH ACCESS TO RESOURCES AND COURSES)

And how does this compare to executive coaching? - Pretty Favourably!

NEED MORE DETAILS?

About the Training Designer's Club

The Training Designer's Club was started in 2019 by Sheridan Webb. Sheridan had spent 25 years designing training for large organisations including Kelloggs, Costain, Warburtons, Johnson's Workwear and Johnson's Dry Cleaning, Aldermore, The Ardonoagh Group (Towergate Insurance), Keolis Amey Metrolink, Monsoon Accessorize, Matalan, Bspak (part of the Consort Medical Group) and Brook (charity).

She designed everything from Induction Programmes to Leadership Development Programmes, including one-off workshops, self-directed programmes and bite-size sessions. She has also designed a range of ready-written bite-size sessions for face-to-face or virtual delivery. **Visit www.power-hour.co.uk to learn more.**

By working with a range of organisations and through extensive networking, it became clear that many L&D professionals find **lack of time** the biggest barrier to researching and designing new and engaging training. This led to training being created in a rush, short-cuts being taken with the process, and a stagnation of ideas. In short, L&D professionals were not able to create the learning solutions they were capable of.

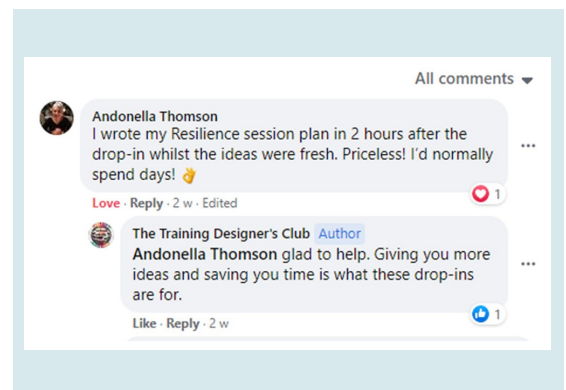
And many did not have a team to help them out, or the budget to buy in solutions from expensive consultants to share the load. Design and development was often sacrificed for delivering sessions, coaching, meeting stakeholders and doing admin. Yet design underpins good learning and development solutions.

So the Training Designer's Club began as a group to share resources, ideas and advice for these people. It is now a generous community that acts as a virtual L&D team, providing regular light-touch consultancy and weekly group coaching AS WELL AS resources, practical guidance, courses on training design and regular continuous development sessions.

The VIP membership includes a mix of employed and self-employed professionals for a wide range of backgrounds, so there's (nearly) always someone who can help, no matter what the challenge.

It operates as part of Keystone Development and Training Ltd. Company number 8853468 VAT number 119594192. We are happy to invoice for annual membership.

email sheridan@trainingdesignersclub.co.uk to arrange for an invoice to be sent for an individual 12-month plan OR to discuss corporate membership.



STEPHANIE IS AN HR MANAGER WHO HAS TO PICK UP RESPONSIBILITY FOR L&D...

I needed to pull together some training to address a specific behavioural issue in the workplace. As a HR Manager with responsibility for training, I needed help designing a session quickly. Within a morning I'd been given loads of ideas, signposts to useful resources, a core structure AND identified ready-written training material that I can use. This has saved me SO much research and development time! I just has to shape it and deliver it. I did look at other materials but in terms of support from Sheridan and value for money this was definitely the right move for me and has helped me further develop our Leadership Training. I already have a shopping list of further materials I would like for future events.

**DON'T STRUGGLE ON YOUR OWN.
BE PART OF A VIRTUAL L&D
TEAM TO SHARE THE
CHALLENGES, DEVELOP
YOURSELF AND DELIVER
RESULTS MORE EASILY**



Training
Designer's
Club