

# performance-based Curriculum Architecture Design

As a set of Processes - and As a set of Products

A 90 Minute Program for - ISPI Central Florida Chapter

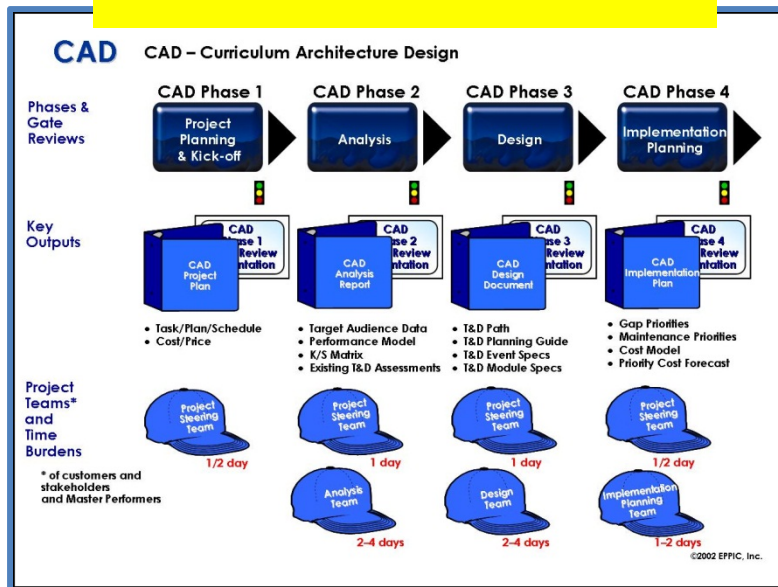
January 19, 2012

Guy W. Wallace, CPT

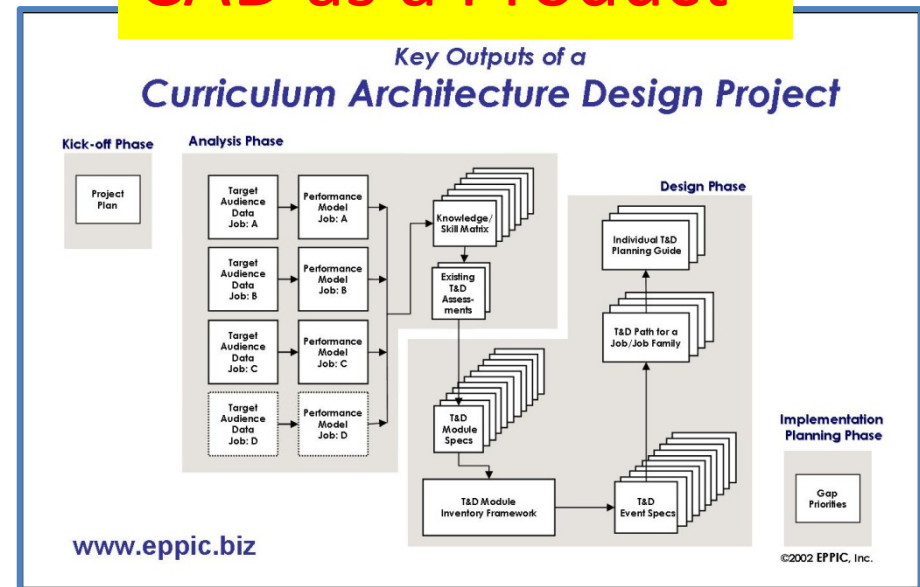
EPPIC Inc.

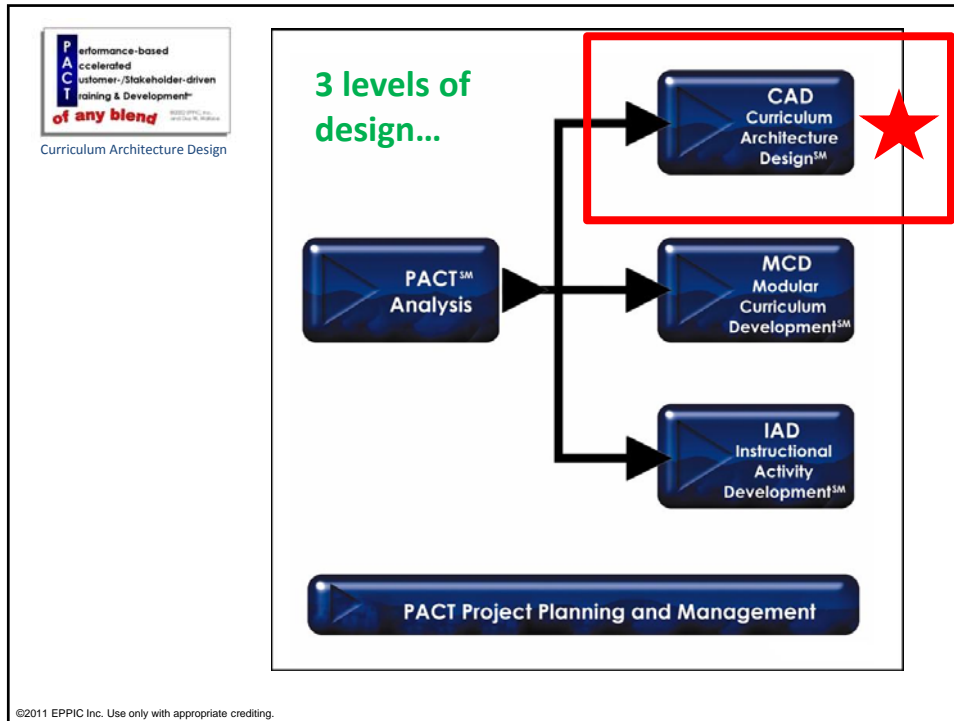
[www.eppic.biz](http://www.eppic.biz)

## CAD as a Process



## CAD as a Product





## Guy's Background

- **Authored first published reference to Curriculum Architecture in Training Magazine in September 1984**
- **First National Presentation in April 1985**
- **Guy has conducted 74 CAD projects to date since 1982**
- **Trained and certified hundreds of staff and client staff since the mid 1980s**

1984

1985


©2011 EPPIC Inc. Use only with appropriate crediting.

Guy W. Wallace's Curriculum Architecture Design Experiences Since 1982	<b>Abbott Laboratories</b> Market, Product and Sales Management 1993	<b>AT&amp;T</b> Switching Technician 1984	<b>BankAmerica Corporation</b> Financial Relationship Managers 1998	<b>Data General</b> Sales 1993	<b>Exxon Exploration USA</b> Geologists/ Geophysicists 1982
	<b>Alcoa Labs</b> Scientists, Engineers, Technicians, and Administrative 1984	<b>AT&amp;T Microelectronics</b> Product Management 1988	<b>BankAmerica Corporation</b> Retail Branch Personnel and Management 1997	<b>Detroit Ball Bearing</b> Field Sales Managers 1992	<b>General Dynamics</b> CATIA System Designers 1991
	<b>Ameritech</b> Network Services Management 1989	<b>AT&amp;T Network Systems</b> Global Contract Management 1994	<b>Bellcore Tech</b> Web Masters 1996	<b>Digital Equipment Corporation</b> Program Management 1991	<b>General Dynamics</b> MRP II – Manufacturing Personnel 1991
	<b>Ameritech</b> Distribution Services Second-level Management 1989	<b>AT&amp;T Network Systems</b> Product and Market Management 1993	<b>British Petroleum—America</b> Front-line Retail Personnel 1991	<b>Dow Chemical</b> Safety Training 1987	
	<b>Amoco</b> ISD Staff Coaching and Support 1996	<b>AT&amp;T Network Systems</b> Marketing Personnel 1991	<b>Burroughs</b> Information Specialists 1984	<b>Dow Chemical</b> Secretarial/Administrative 1986	
	<b>Amoco</b> Project BEST 1996	<b>AT&amp;T Network Systems</b> Network Systems Sales 1989	<b>Channel Gas Industries/Tenneco</b> Fixed-rate Personnel 1983	<b>Dow Chemical</b> Top Operator 1986	<b>Eli Lilly and Company</b> Clinical Trials Process participants 2004
	<b>Amoco</b> Team Training 1993	<b>AT&amp;T Network Systems</b> Switching Business Unit Sales 1988	<b>Commerce Clearing House (CCH)</b> Sales Representative & Sales Management 1993	<b>Eli Lilly and Company</b> District Sales Managers 1999	
	<b>ARCO Alaska</b> AMPS 1990	<b>AT&amp;T Network Systems</b> Product Manager 1986		<b>Eli Lilly and Company</b> Leadership and Management 1997	
	<b>AT&amp;T</b> AETM 1984	<b>Bandag, Inc.</b> Franchise Dealership Management 1996			

www.eppic.biz

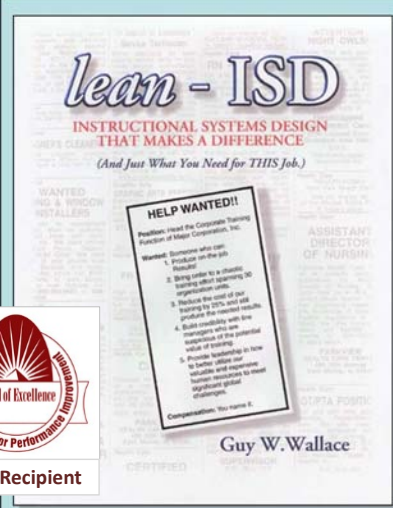
Guy W. Wallace's Curriculum Architecture Design Experiences Since 1982	<b>General Dynamics</b> Software Engineering 1991	<b>University</b> MFD Area Managers 1998	<b>Bondware/Federal Paperboard</b> Sales Training 1993	<b>Novacor, Corunna Site</b> Operations Management and Self-regulated Teams 1994	<b>Technical Operators (WICAM/IAG)</b> 1983
	<b>General Dynamics</b> Composites Bonding & Fabrication 1990	<b>General Motors University</b> Global Dealer Auditors 1998	<b>MCC Powers</b> Fire and Security 1985	<b>Occidental Petroleum Labs</b> Laboratory Personnel 1991	<b>Ford Design Institute</b> Engineering 1992
	<b>General Dynamics</b> Quality 1989	<b>GTE Service Corporation/ Verizon</b> Wholesale Billing Call Center Personnel 2000	<b>MCC Powers</b> ATC Branch Personnel 1983	<b>Siemens Building Technologies, Inc.</b> Sales Engineering 1998	<b>Ford Motor Company</b> Engineering 1994
	<b>General Motors</b> Tool & Die Supervisors 1997	<b>Hewlett Packard</b> Order Fulfillment (Order Processing) 1993	<b>Motorola</b> Design & Manufacturing Engineering 1983	<b>Spartan Stores/ISSC</b> Companywide 1993	<b>General Dynamics</b> Electrical/Electronics Assembly 1991
	<b>General Motors</b> Product Engineers 1996	<b>Hewlett Packard</b> Information Technologists 1991	<b>Multigraphics</b> In-Branch Sales Orientation 1986	<b>Sphinx Pharmaceuticals</b> Combinatorial Chemists 1996	
	<b>General Motors University</b> Brand Management—Europe 1999	<b>Hewlett Packard</b> Information Technologists 1989	<b>NASA</b> Middle Manager 1987	<b>Square D</b> Quality Training 1990	
	<b>General Motors University</b> Brand Management—North America 1999	<b>Illinois Bell</b> Second-level Manager 1986	<b>NCR</b> Supply Line Management 1990	<b>Valuometrics, Inc.</b> Associate and Senior Associate 1995	
	<b>General Motors University</b> Internal Controls 1998	<b>Illinois Bell</b> Data Technician 1986	<b>Norfolk Naval Shipyard</b> Production Supervisors & Zone Managers 2003	<b>Verizon</b> Consumer Sales Call Centers 2001	
	<b>General Motors</b> Imperial		<b>Northern Trust Bank (Chicago)</b> Trust and Financial Services 1988	<b>Westinghouse Defense Electronics</b>	

www.eppic.biz



Curriculum Architecture Design

## Guy Wrote the Book on Curriculum Architecture Design




2002 Recipient

**Geary A. Rummler** from the Performance Design Lab says, "If you want to ground your fantasy of a 'corporate university' with the reality of a sound 'engineering' approach to instructional systems that will provide results, you should learn about the PACT Processes. If you are the leader of, or a serious participant in, the design and implementation of a large-scale corporate curriculum, then this book is for you. This system could be the difference between achieving bottom-line results with your training or being just another 'little red school house.' "

-1999

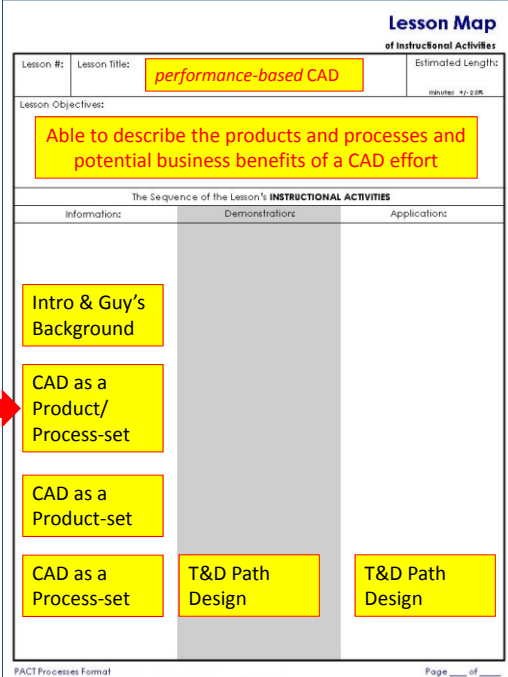
©2011 EPPIC Inc. Use only with appropriate crediting.



Curriculum Architecture Design

## Session Objectives and Map

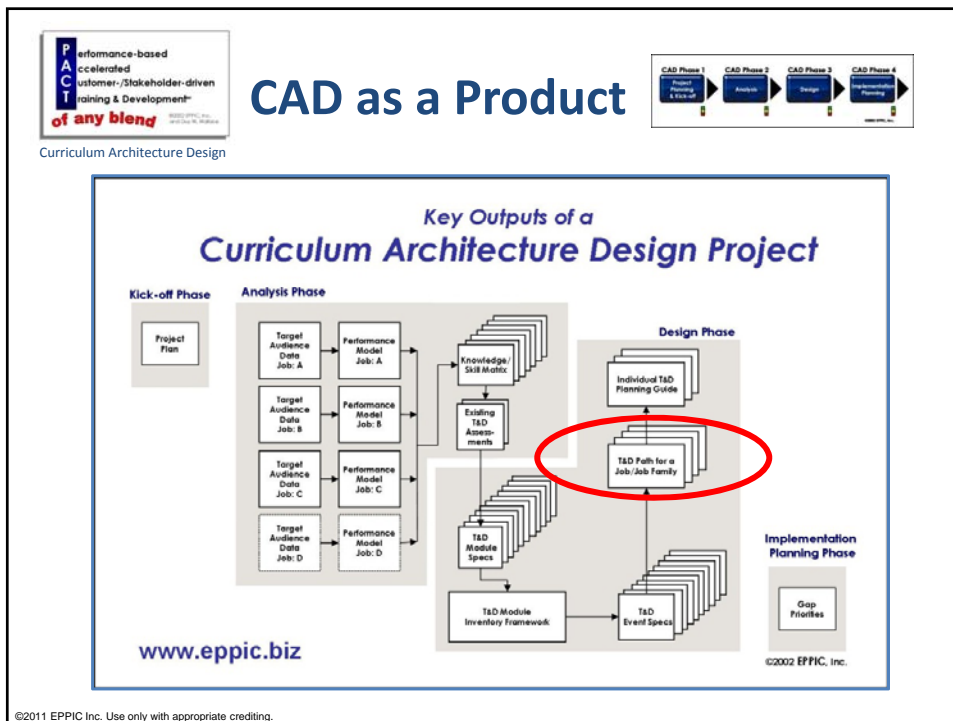
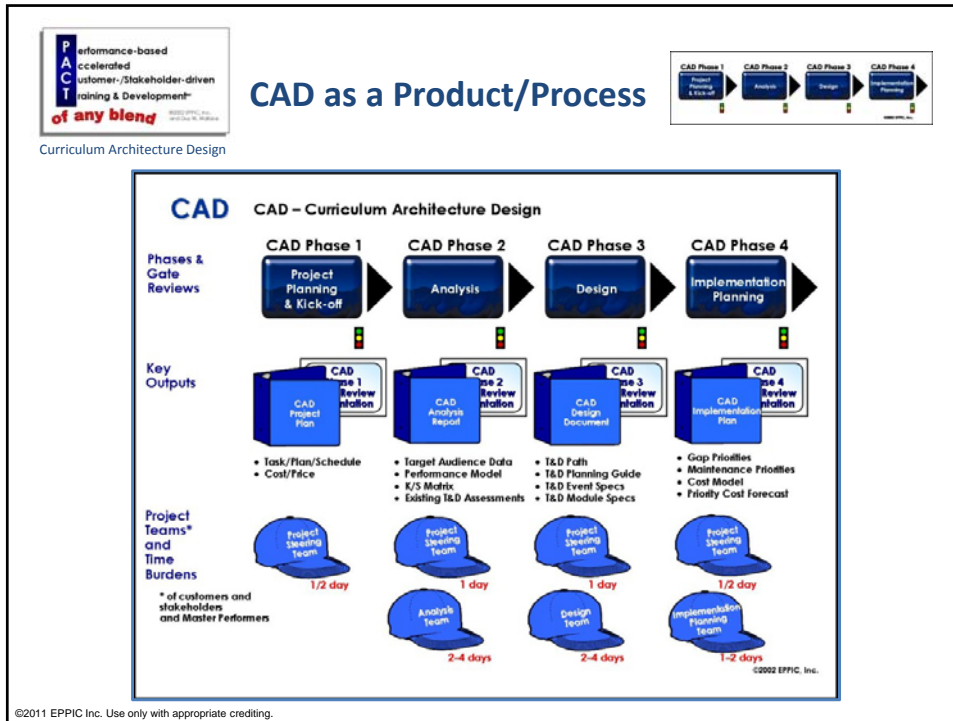
- Info
- Demo
- Appo




Lesson Map		
Lesson #:	Lesson Title:	Estimated Length:
	performance-based CAD	minutes: 45-55
Lesson Objectives:		
Able to describe the products and processes and potential business benefits of a CAD effort		
The Sequence of the Lesson's INSTRUCTIONAL ACTIVITIES		
Information:	Demonstration:	Application:
Intro & Guy's Background		
CAD as a Product/Process-set		
CAD as a Product-set		
CAD as a Process-set	T&D Path Design	T&D Path Design

PACT Processes Format  
Format ©2011 EPPIC Inc. and Guy W. Wallace Content ©2011 \_\_\_\_\_ www.eppic.biz Page \_\_\_\_ of \_\_\_\_


©2011 EPPIC Inc. Use only with appropriate crediting.





Curriculum Architecture Design

## CAD as a Product



### Code 900 Supervisor

#### Leadership & Management Development Path

Mission: Leadership by Design    Vision: No One Left Behind

**Phase 1**  
Intermediate Technical Skills (next 2 months)

**Phase 2**  
Basic Development Skills (next 4 months)


**Phase 3**  
Intermediate Development Skills (next 4 months)

**Phase 4**  
Advanced Development Skills (years 2-4+)

**Key Skills:**


- Project Management
- Team Management
- Analysis/Design Team
- Project Support Team

©2011 EPPIC Inc. Use only with appropriate crediting.



Curriculum Architecture Design

## CAD as a Product



### Code 900 Supervisor

#### Leadership & Management Development Path

Mission: Leadership by Design    Vision: No One Left Behind

**Phase 1**  
Intermediate Technical Skills (next 2 months)

**Phase 2**  
Basic Development Skills (next 4 months)

**Phase 3**  
Intermediate Development Skills (next 4 months)

**Phase 4**  
Advanced Development Skills (years 2-4+)

**Key Skills:**

- Project Management
- Team Management
- Analysis/Design Team
- Project Support Team

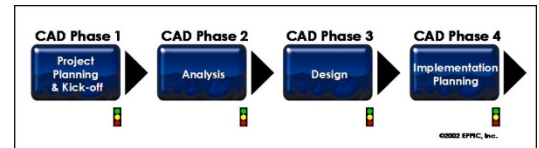
T&D Event #	T&D Event	Delivery Method	Length	Recommendation M/H/R/E	Your Need (H/M/L/O)	Target Date for Completion	Actual Completion Date
102-1-01	Senior Managers Orientation for Zone Managers	C	2 hours	M			

©2011 EPPIC Inc. Use only with appropriate crediting.


**PACT** Performance-based  
Accelerated  
Customer-/Stakeholder-driven  
Training & Development™  
of any blend

©2002 EPPIC, Inc.  
and Guy W. Wallace

# CAD as a Product



## Curriculum Architecture Design



### Verizon

Training & Development Path  
A Menu of Job-relevant Training & Development

Target Audience  
**Consumer Sales Associates**  
New Jersey

Event Number	Event Title	Length	Delivery Method	Prerequisites	Post-Event Requirement
1-01	New Hire Orientation to Verizon and Administrative Paperwork	1 hr, 30 min	S-OJT - Web		
1-02	A Very Quick Consumer Sales Associate Job Orientation - Overview of Job Tasks and Outputs	45 min	S-OJT - Web		
1-03	An Orientation to the Job, Tools, and Work Environment	3 hr, 30 min	S-OJT - Web		
1-04	Overview: Verizon's Marketplace	1 hr, 30 min	S-OJT - Web		
2-01	How to Control the Call Tone and Manner	16 hr, 45 min	S-OJT - Web		
2-02	Sales and Bridging: Part 1	19 hr, 20 min	S-OJT - Web		
3-01	Demythifying Inletola and Inletola and the Calling Plans for Each	2 hr, 45 min	S-OJT - Web		
3-05NJ	A Very Quick Orientation to Systems that Contain Important Reference Materials (Verizon East-South)	1 hr	S-OJT - Web		
3-03NJ	Review of Verizon Products and Services with Practice on Bridging, Upselling, Recommending (NJ)	31 hr	Web		
3-04	Toll Restriction and Blocking	1 hr, 15 min	S-OJT - Web		
3-07NJ	An Orientation to Key Systems Used When Placing an Order (New Jersey)	4 hr, 55 min	S-OJT - Web		
3-09	Introduction to the Information Required to Place an Order	38 min	S-OJT - Web		
3-10NJ	Handling New Orders in the Context of a Sales Call (NJ)	28 hr, 30 min	S-OJT - Web		
3-12NJ	Handling Change Orders in the Context of a Sales Call (NJ)	4 hr, 10 min	S-OJT - Web		
3-11NJ	Handling Disconnect Orders in the Context of a Sales Call (NJ)	45 min	S-OJT - Web		
3-13NJ	Handling Other Orders in the Context of a Sales Call (NJ)	13 hr	S-OJT - Web		
4-05NJ	Handling Unlawful/Unwanted/Harassing or Nuisance Calls (NJ)	1 hr, 40 min	S-OJT - Web		
3-14NJ	Bridging to a Sale (NJ)	20 hr, 10 min	S-OJT - Web		
4-02NJ	Handling Simple Inquiries, Explanations, and Adjustments in the Context of a Sales Call (NJ)	19 hr, 55 min	S-OJT - Web		
4-03NJ	Handling Complex Inquiries, Explanations, and Making Adjustments in the Context of a Sales Call (NJ)	4 hr, 25 min	S-OJT - Web		
5-01NJ	Getting Ready to Perform the Job (Verizon East-South)	1 hr, 38 min	Web		

**Notes:**

1. Please see the available "Individual T&D Planning Guide" tool to assist you in assessing needs, deconstructing and prioritizing, and planning a schedule for T&D participation.

**Code Key:**

- T&D Event Availability:
  - Fully Available
  - Partially Available, Being Revised or Under Development
  - Unavailable
- Delivery Methods:
  - Group-paced
  - Self-paced
  - Coached
- Deployment Platforms:
  - Intranet/Intranet

⊕ indicates a breakaway point where certain types of work can interrupt the T&D

🚦 indicates a performance checkpoint

Not for use or disclosure outside of the Verizon companies, without prior written permission.

**Key Project Participants**

Analysis Team	Design Team	Project Steering Team	Design Review Team
Dawn Bradford Glenn Anderson James Carlson Jeffery Conroy Tim Harnsworth Charles Hulse Jim Pridemore Steve Ruffalo Brian Sorenson Matthew Watson	Dawn Bradford James Carlson Jeffery Conroy Steve Ruffalo Matt Smith Nicole Thomas Kristin Thomas Charles Trice Kristin Thomas Charles Trice Kristin Thomas Charles Trice	Tom Day Nicole Thomas Jeffery Conroy Carl Trice Michael Cook Harry Williams	Dawn Bradford Glenn Anderson Dawn Bradford Glenn Anderson Dawn Bradford Glenn Anderson Dawn Bradford Glenn Anderson Dawn Bradford Glenn Anderson Dawn Bradford Glenn Anderson

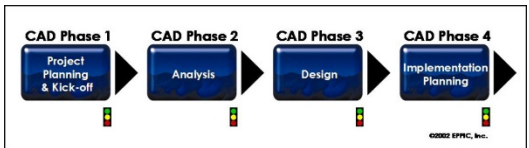
**T&D Path: New Jersey**

Project: Verizon Consumer Sales Center Curriculum  
 Redesign Project  
 CADS Project Number: VER 106  
 Date/Version: 4/20/2011 v.3  
 For: Verizon  
 By: Peter R. Hubert, partner  
 Greg W. Wallace, senior consultant  
 Brian D. Ecker, senior consultant  
 Dallas A. Smith, senior consultant

**CONTACT:**  
 EPPIC, Inc.  
 175 Jackson Street, Suite 111  
 Marlborough, MA 01752  
 Phone: 978.243.6600  
 Fax: 978.243.6601  
 Email: sales@eppic.com  
 Website: www.eppic.com



# CAD as a Product



Curriculum Architecture Design

## Eli Lilly & Company Clinical Trial Materials Process Training & Development Path

Answers That Matter.

A visual tool for identifying and sequencing T&D during Individual Training Plan development

### Block 0: Clinical Trial Materials Process Overview & Orientation

Event #	Event Title	Avail
E-01	Clinical Trial Materials/Process Overview	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-02	Clinical Trial Materials/Clinical Medical Procedure	Available
Deploy Method: Reading Document   Length: 30 mins		

### Block 1: Clinical Planning

E-11	Clinical Medical Procedure for Clinical Planning and Medical Planning Documents	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-12	Regulatory Database	Available
Deploy Method: Web-based Training - Online/Offline   Length: 10 mins		
E-13	Special Security Substances Standards and Website	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-14	Clinical Trial Materials Methods for Import and Export of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 45 mins		
E-15	Special Security Substances Specifications	Available
Deploy Method: Web-based Training - Online/Offline   Length: 40 mins		
E-16	Clinical Trial Materials Processes Clinical Plan Development and Approval	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		

### Block 2: Trial Planning

E-21	Clinical Trial Materials/Clinical Medical Procedure - Trial Implementation	Available
Deploy Method: Reading Document   Length: 20 mins		
E-22	Clinical Trial Materials/Process - Assessing Regulatory Country Selection	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
E-23	Clinical Trial Materials/Process - Shipping, Clinical Trial Materials Orders	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
E-24	Clinical Trial Materials/Process - Site Level Review and Site Level Reporting on Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-25	Clinical Trial Materials/Process - Site Level Review and Site Level Reporting on Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-26	Clinical Trial Materials/Process - Label Description and Approval	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
E-27	Investigator Site Monitoring SOP	Available
Deploy Method: Reading Document   Length: 20 mins		

### Block 3: Trial Implementation

E-31	Clinical Trial Materials/Process - Customizing Drug Labels	Available
Deploy Method: Web-based Training - Online/Offline   Length: 40 mins		
E-32	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-33	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-34	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-35	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-36	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-37	Regulatory Database - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-38	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-39	Regulatory Database - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-40	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-41	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		

### Block 4: Trial Management

E-42	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-43	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-44	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-45	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-46	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-47	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-48	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-49	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-50	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-51	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-52	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-53	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		
E-54	Clinical Trial Materials/Process - Managing Changes of Clinical Trial Materials	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		

### Block: Foundation

F-01	Process Appropriate Study Procedures	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-02	Clinical Research/Drug Development	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-03	Organizational Skills Time Management	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-04	Organizational Skills Time Management	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-05	Organizational Skills Time Management	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-06	MS Office	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-07	Writing and Verbal Communications	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-08	Writing and Verbal Communications	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-09	Development of New Drug	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-10	Conflict Management	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-11	Negotiation Skills	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-12	Conflict Management	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-13	Introduction to Global Medical	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-14	Study Development Process (SDP)	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-15	Global Medical	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		
F-16	Technical Presentations	Available
Deploy Method: Web-based Training - Online/Offline   Length: 15 mins		

**Path Codes**

Learning Environment

- GP = Group-Paced
- C = Coached
- SP = Self-Paced

Event #	Event Title	Avail
E-01	Clinical Trial Materials/Process Overview	Available
Deploy Method: Web-based Training - Online/Offline   Length: 30 mins		

**Availability Status**

- Available "As Is"
- Partially Available, needs modifications/updates
- Not Available, needs development/acquisition

**Delivery Length**

15 mins

**Deployment Method**

Web-based Training - Online/Offline

**CAD Project Steering Team**

- Caryn Decker
- Bruce Edelman
- Michael Jones
- Katie Madigan
- Becky Meiers
- Teri Scott

**CAD Project Management**

- Becky Meiers
- Teri Scott

**CAD Analysis Team**

- Caryn Decker
- Becky Meiers
- Teri Scott
- Lisa Worthington
- Susan Wright

**CAD Design Team**

- Caryn Decker
- Becky Meiers
- Teresa Satter
- Teri Scott
- Lisa Worthington
- Susan Wright

**CAD Project ISD Support Team**

- Becky Meiers
- Guy W. Wallace, CPIC, EPPIC Inc.

*to protect and improve the enterprise*

**EPPIC Inc.**

*Achieve Peak Performance*

PACT Process for CAD  
Project Methods and Conduct by EPPIC Inc.

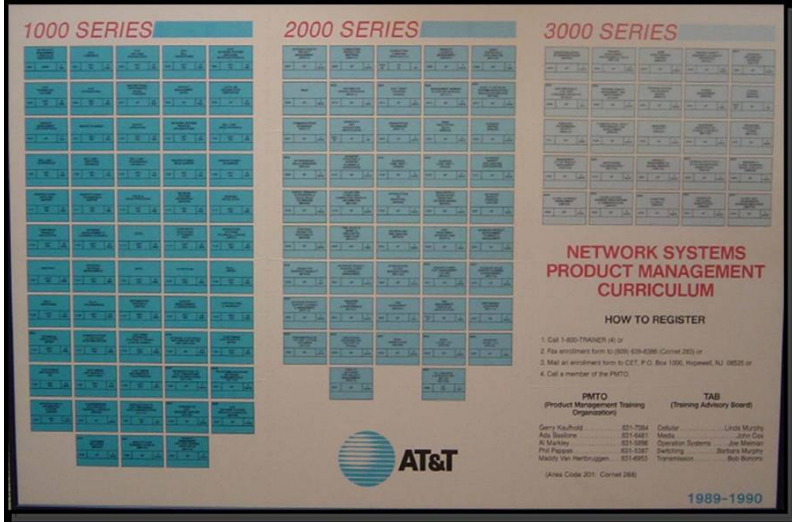




Curriculum Architecture Design

# CAD as a Product





**1000 SERIES**      **2000 SERIES**      **3000 SERIES**

**NETWORK SYSTEMS PRODUCT MANAGEMENT CURRICULUM**

**HOW TO REGISTER**

1. Call 1-800-TWANDER (4) or
2. Fax enrollment form to: 800, 628-0388, Corral 200 or
3. Mail an enrollment form to: CET, P.O. Box 1000, Hopewell, NJ 08520 or
4. Call a member of the PMTO.


PMTO (Product Management Training Organization)      TAB (Training Advisory Board)

Gerry Kuhlmann      851-7594      Debbie      Linda Murphy  
 Amy Mathews      851-6481      Mels      John Cox  
 Al Markley      851-6386      Operator Systems      Joe Blanton  
 Phil Peoples      851-5107      DeWittling      Barbara Murphy  
 Mark Van Herbruggen      851-6952      Supervisor      Bob Brown

(Area Code 201, Corral 200)

1989-1990


©2011 EPPIC Inc. Use only with appropriate crediting.



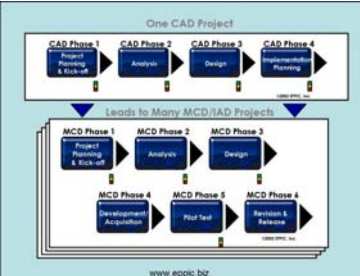
Curriculum Architecture Design

*Beginning with the end in mind and backward chaining...Products...*


# Phase 4: Implementation Planning




- **List of Prioritized Gaps and their development Costs – Priorities (1<sup>st</sup> Costs)**



www.eppic.biz



©2011 EPPIC Inc. Use only with appropriate crediting.




Curriculum Architecture Design


*Beginning with the end in mind and backward chaining...Products...*

## Phase 3: Design


- **T&D Path & Planning Guide**
- Event Specs for gaps
- Module Specs for gaps







©2011 EPPIC Inc. Use only with appropriate crediting.



Curriculum Architecture Design

*Beginning with the end in mind and backward chaining...Products...*

## Phase 2: Analysis


**Performance Model charts**


Example

Performance Model	Key Outputs and Metrics	Key Tasks	Key Inputs	Key Enablers	Key Constraints	Key Risks	Key Success Factors
...	...	...	...	...	...	...	...

**Knowledge/Skill Matrix charts**

Knowledge/Skill Category	Skill by Area of Performance									
	1	2	3	4	5	6	7	8	9	10
...	...	...	...	...	...	...	...	...	...	...





©2011 EPPIC Inc. Use only with appropriate crediting.

Beginning with the end in mind and backward chaining...Products...

# Phase 2: Analysis

Curriculum Architecture Design

## Areas of Performance – AoPs – Detailed Data

Area of Performance: A. Staff Recruiting, Selection, and Training

Key Outputs - Measures	Key Tasks	Roles/Responsibilities				Typical Performance Gaps	Probable Gap Cause(s)	all dE dK dI
		1	2	3	4			
<ul style="list-style-type: none"> <li>Recruit ideal Staff</li> <li>Qualify</li> </ul>	<ul style="list-style-type: none"> <li>Identify need for addition of staff and complete internal paperwork</li> <li>Create and place job ads</li> <li>Select candidates for interviewing</li> <li>Interview and select candidates for offer</li> <li>Make hiring offer(s)</li> <li>Complete paperwork to hire the position</li> </ul>		✓	✓		<ul style="list-style-type: none"> <li>Low test candidates</li> <li>Low quality</li> </ul>	<ul style="list-style-type: none"> <li>Not recruiting</li> <li>Low necessity</li> <li>Request to check references</li> <li>Interviews do not provide key information</li> </ul>	all dE dK dI

Roles: 1 = District Manager, 2 = Store Manager, 3 = Assistant Manager, 4 = Clerk  
 Notes: all  
 Page 1

**Key Outputs and Metrics or Measures**  
 Describes what is produced from doing the job tasks and identifies key performance measures of each output

**Key Tasks**  
 Describes the key activities needed to produce the outputs

Example

**Deficiency**  
 dE=Environment  
 dK=Knowledge/skill  
 dI=Individual attribute/value

**Probable Gap Cause(s)**  
 Identifies most likely causes for each typical performance issue/deficiency

**Typical Performance Gaps**  
 Identifies any typical ways the output or task does not meet performance standards

**Roles/Responsibilities**  
 Clarifies who is typically responsible for performing the tasks

©2002 EPPIC, Inc.

www.eppic.biz

# Phase 2: Analysis

## Curriculum Architecture Design

The Most Convenient Stores  
Store Manager  
Knowledge/Skill Matrix

K/S Item	Link to Area of Performance							Select/ Train S/T	Criticality H/M/L	Difficulty H/M/L	Volatility H/M/L	Depth A/K/S
	A	B	C	D	E	F	G					
EEO	X							T	H	M	L	K
• Affirmative action	X							T	H	M	L	K
• Vacation and day-off policy	X	X	X	X				T	H	M	L	K
• Discipline policy	X		X					T	H	H	L	K
• Suspension procedure			X					T	H	L	L	K
• Store hours policy	X	X		X	X	X		T	H	L	L	K
• Credit card sales procedure				X		X		T	H	L	L	K
• New hire orientation procedure	X	X						T	L	L	L	K
Codes: <u>Link to Area of Performance</u> A = Staff Recruiting, Selection, and Training B = Work Scheduling C = Progressive Discipline D = Store Operations E = Customer Service F = Inventory Management G = Payroll, Banking, and Financial Management												
<u>Criticality/Difficulty/Volatility</u> H = High M = Medium L = Low												
<u>Depth of Coverage</u> A = Awareness K = Knowledge S = Skill												

**AoP Link**  
Identifies the segment of the job/function where the knowledge or skill enables performance

**K/S Item**  
Identifies the discrete knowledge or skill item

**Depth**  
The level to which any training & development needs to go

**Volatility**  
Ranks how often and significantly the knowledge or skill will change


**Difficulty**  
Ranks how difficult the item is to learn

**Criticality**  
Ranks the relationship between having the knowledge or skill and performance mastery

**Select/Train**  
Denotes whether the item is a selection criteria/condition or needs to be covered in training & development

©2002 EPPIC, Inc.

Form Design ©2002 EPPIC, Inc.      4/00      Page 1



Curriculum Architecture Design

Beginning with the end in mind and backward chaining...Products...


## Phase 1: Project Planning & Kick-Off


**The Detailed Project Plan**

**Narratives**

1. Purpose
2. Background
3. Scope
4. Approach
5. Project Phases and Milestones
6. Outputs/Deliverables
7. Roles and Responsibilities
8. Project Tasks/Roles/Schedule

www.eppic.biz





**Example Task Chart**  
The Detailed Project Plan

Project Tasks	Estimated Days Required										Schedule	
	EPPIC	CS	IS	MS	PS	PT	PT	Other	Start	End		
1. Identify, confirm, and expand Phase 1 to Phase 2 project objectives for the existing project to be analyzed, designed, developed, and implemented.												
2. Identify, confirm, and expand Phase 2 to Phase 3 project objectives for the existing project to be analyzed, designed, developed, and implemented.	1.00											
3. Identify, confirm, and expand Phase 3 to Phase 4 project objectives for the existing project to be analyzed, designed, developed, and implemented.	1.00											
4. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
5. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
6. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
7. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
8. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
9. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
10. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
11. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
12. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
13. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
14. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
15. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
16. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
17. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
18. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
19. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											
20. Prepare project charter and project plan for the existing project to be analyzed, designed, developed, and implemented.	1.00											

www.eppic.biz

©2011 EPPIC Inc. Use only with appropriate crediting.



Curriculum Architecture Design

Proceeding with the right resources and high confidence...

## Phase 1: Project Planning & Kick-Off


**The Project Steering Team in the PACT Processes**



from: lean-ISD      www.eppic.biz




©2011 EPPIC Inc. Use only with appropriate crediting.




Curriculum Architecture Design

Proceeding with the right resources and high confidence...

## Phase 2: Analysis





**PACT Processes**

All **PACT Processes** are best accomplished via participative, **facilitated** team analysis and team design methodologies\* using...


- Subject matter experts (SMEs)
- Master performers (MPs)
- Novice performers (NPs) (6-12 months job experience)
- Management and supervisory personnel (M&Ss)

**... to analyze the work performance requirements and knowledge/skill requirements, specify CAD design criteria, and spec out the T&D Modules and T&D Events**

\*The efforts can also be accomplished via individual analysis interviews and document reviews, but at increased costs and cycle times

[www.eppic.biz](http://www.eppic.biz)


©2011 EPPIC Inc. Use only with appropriate crediting.



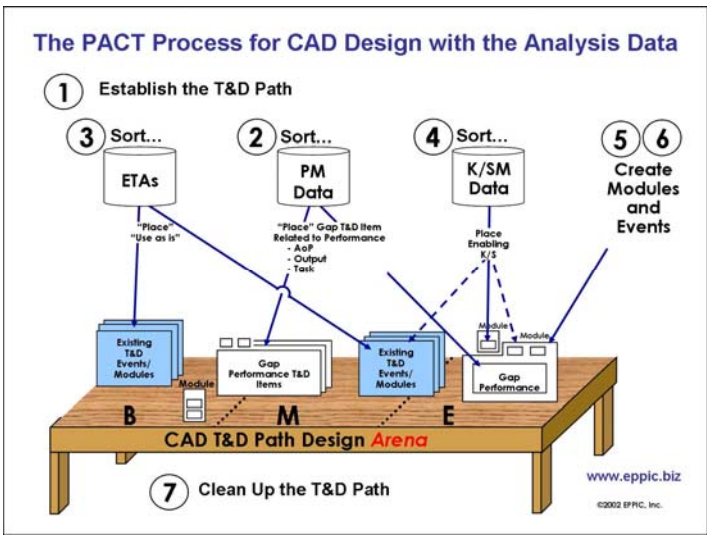
Curriculum Architecture Design

Proceeding with the right resources and high confidence...

## Phase 3: Design



### The PACT Process for CAD Design with the Analysis Data



[www.eppic.biz](http://www.eppic.biz)

©2011 EPPIC Inc. Use only with appropriate crediting.



Proceeding with the right resources and high confidence...



## Phase 4: Implementation Planning

**Facilitating the Customer and Key Stakeholders (as needed) through an open, logical, collaborative, business-oriented Process to help "THEM" resource their priority gaps - based on the Returns for their Investments.**

**PACT definition**

**PACT, n.**  
1. "A formal agreement; a bargain"

Source: The American Heritage Dictionary of the English Language

ISD Customers

ISD Suppliers

**EPPIC's PACT Processes for T&D:**  
performance-based T&D produced in total cooperation between supplier and customer in an efficient, quick process!

©2011 EPPIC Inc. Use only with appropriate crediting.

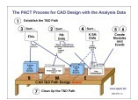


## Notes

**P**erformance-based  
**A**ccelerated  
**C**ustomer-/Stakeholder-driven  
**T**raining & Development™  
**of any blend** ©2002 EPPIC, Inc. and Guy W. Wallace

# DEMO

Curriculum Architecture Design



T&D Path: sky cap

Beginning



B  
M  
E

Middle



B  
M  
E

End



B  
M  
E



**DEMO**

Curriculum Architecture Design

### T&D Path: Sky Cap

Beginning	B	■	■	■	■	■	■	■	■	- Sky Cap 101
	M	■	■	■	■	■	■	■	■	8 hour ILT
	E	■	■	■	■	■	■	■	■	
Middle	B	■	■	■	■	■	■	■	■	- Sky Cap 201
	M	■	■	■	■	■	■	■	■	4 hour ILT
	E	■	■	■	■	■	■	■	■	
End	B	■	■	■	■	■	■	■	■	- Sky Cap 301
	M	■	■	■	■	■	■	■	■	16 hours each ILT
	E	■	■	■	■	■	■	■	■	provided by TSA

©2011 EPPIC Inc. Use only with appropriate crediting.


**DEMO : Review and Q & A**

Curriculum Architecture Design

### T&D Path: \_\_\_\_\_

Beginning	B								
	M								
	E								
Middle	B								
	M								
	E								
End	B								
	M								
	E								

©2011 EPPIC Inc. Use only with appropriate crediting.



Curriculum Architecture Design

## Partial APPO

Application Exercise

### T&D Path: My 1<sup>st</sup> Paycheck Job

Enterprise Content Architecture

ECA Tier 1 – Organizational Orientations

ECA Tier 2 – Performance Orientations

ECA Tier 3 – Enabling Knowledge/Skills

ECA Tier 4 – Shared Performance "How To"


ECA Tier 5 – Unique Performance "How To"

©2006 EPPIC Inc.

Beginning  
Middle  
End

B	M	E
B	M	E
B	M	E

©2011 EPPIC Inc. Use only with appropriate crediting.



Curriculum Architecture Design

## APPO : Q & A and Debriefing

Application Exercise

### T&D Path: My 1<sup>st</sup> Paycheck Job

CAD Phase 1  
Project Planning & Kick-off

CAD Phase 2  
Analysis

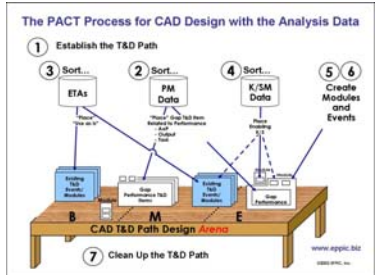
CAD Phase 3  
Design

CAD Phase 4  
Implementation Planning

Beginning  
Middle  
End

B	M	E
B	M	E
B	M	E

The PACT Process for CAD Design with the Analysis Data



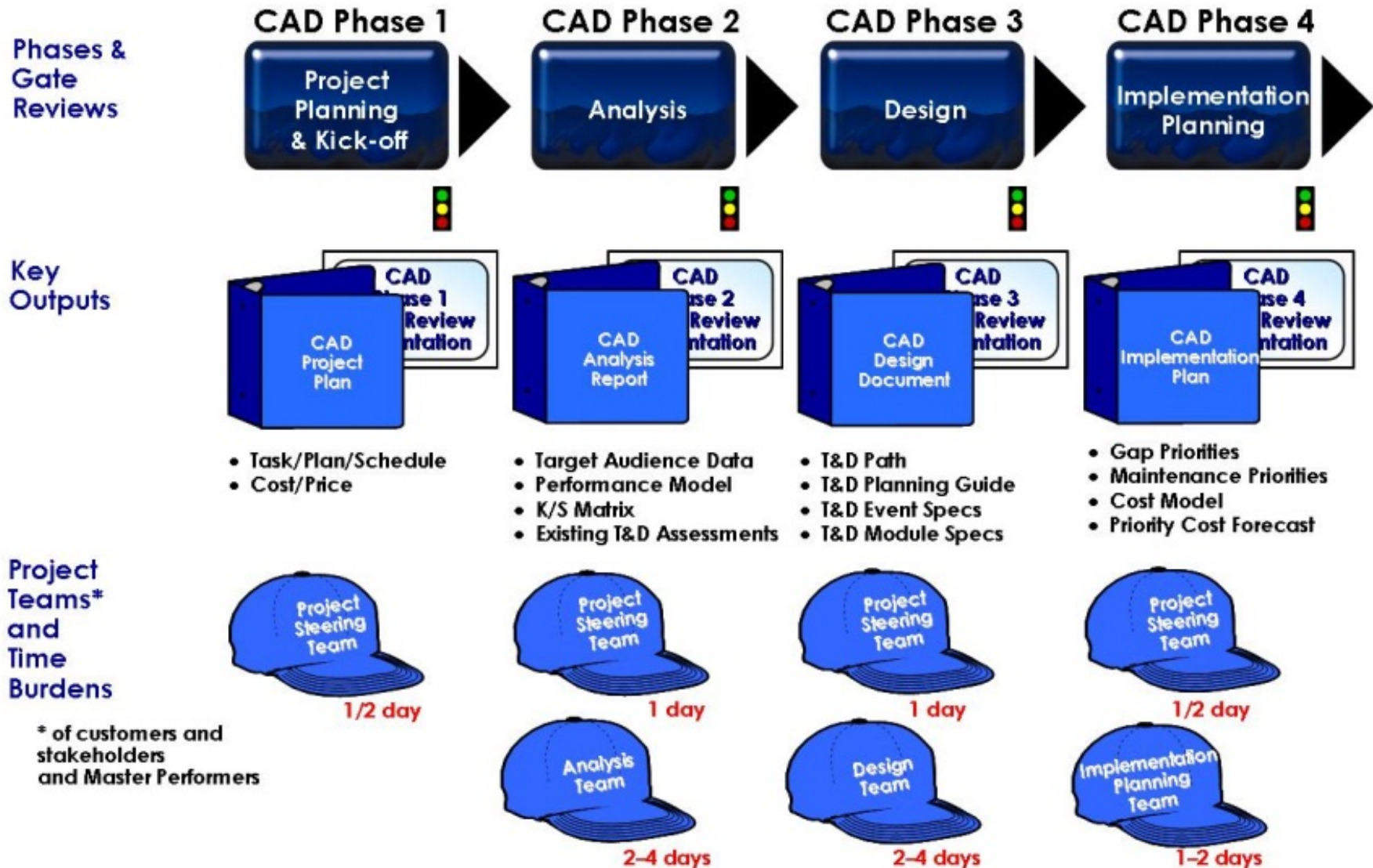
CAD T&D Path Design *Analysis*

www.eppic.biz

©2011 EPPIC Inc. Use only with appropriate crediting.

# CAD

## CAD – Curriculum Architecture Design



\* of customers and stakeholders and Master Performers

©2002 EPPIC, Inc.



Curriculum Architecture Design

# Debriefing Points

*Adoption/ adaptation of this kind of an architectural approach at any Enterprise*

- 1. Increased Performance Impact**
- 2. Increased Modular Design Reuse**
- 3. Reduced Development time and costs**
- 4. Reduced Inventory Systems costs**
- 5. Reduced Administrative Systems costs**
- 6. Reduced Deployment Systems costs**
- 7. Reduced Maintenance Systems costs**



Curriculum Architecture Design

## Many Free Resources Available



**New...Free...12 Pack...**  
**PACTPodcast Series 2007**

- 1- PACT Introduction
- 2- CAD - Curriculum Architecture Design
- 3- MCD - Modular Curriculum Development/Acquisition
- 4- IAD - Instructional Activity Development/Acquisition
- 5- Building PACT Capability & Capacity
- 6- PACT Practitioner Qualification/Certification
- 7- PACT Flexibility - Six Case Studies (1982-2000)
- 8- Segue to Performance - Using PACT and EPPI
- 9- PACT and the Enterprise Content Architecture
- 10- PACT and Customer Collaboration
- 11- PACT Project Acceleration Strategies
- 12- PACT Project Predictability

www.eppic.biz

Free: Articles, Chapters, Columns, Book PDFs, Audio Podcasts, Video Podcasts, Video Podcasts on Guy W. Wallace's PACT (ISD) and EPPI (HPT) methods and tools/techniques.



The book: "lean-ISD" is available as a free PDF at [www.eppic.biz](http://www.eppic.biz)




1. <b>Increased</b>	<b>Performance Impact</b>
2. <b>Increased</b>	<b>Modular Design Reuse</b>
3. <b>Reduced</b>	<b>Development time and costs</b>
4. <b>Reduced</b>	<b>Inventory Systems costs</b>
5. <b>Reduced</b>	<b>Administrative Systems costs</b>
6. <b>Reduced</b>	<b>Deployment Systems costs</b>
7. <b>Reduced</b>	<b>Maintenance Systems costs</b>



"Gopher" more at [eppic.biz](http://www.eppic.biz)

Resources Tab at [www.eppic.biz](http://www.eppic.biz)

©2011 EPPIC Inc. Use only with appropriate crediting.



Curriculum Architecture Design

## Other Resources Available

The 2011

# Wallace 6-Pack

Guy W. Wallace

The Curriculum Manager's Handbook

Curriculum Architecture Design  
Modular Curriculum Development  
Curriculum Deployment

Guy W. Wallace

Analysis of Performance Competence Requirements

Performance Competence

Guy W. Wallace

The PACT Processes for Performance-based Modular Curriculum Development

Guy W. Wallace

6 books in 2011: Helping You to Move From Training - to performance-based instruction and Information - to Performance Improvement Consulting

The PACT Processes for Performance-based Curriculum Architecture Design

Guy W. Wallace

Developing Your Management Areas of Performance Competence

Guy W. Wallace

From Training To Performance Improvement Consulting


Guy W. Wallace

www.eppic.biz

Paperback and Kindle Books (2011)

and


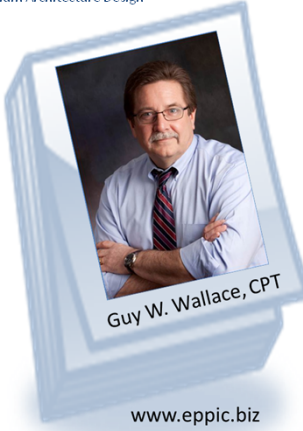
Workshops and Coaching Sessions



"Gopher" more at [eppic.biz](http://www.eppic.biz)

Resources Tab at [www.eppic.biz](http://www.eppic.biz)

©2011 EPPIC Inc. Use only with appropriate crediting.

**Thank you!**

## Final Q&A

**Guy W. Wallace**  
**Certified Performance Technologist (CPT)**  
**President, EPPIC Inc.**  
 Performance-based Instruction  
 and Information Analyst and Architect

[guy.wallace@eppic.biz](mailto:guy.wallace@eppic.biz) - [www.eppic.biz](http://www.eppic.biz)  
 Mobile 704- 746- 5126 Office 704- 895- 6364  
 Skype: guywwallace


**Mail/Shipping:**  
 20417 Harborgate Court #510 Cornelius NC 28031

Guy is the 2010 Recipient of ISPI's Honorary Life Member Award for significant contributions to both the technology of human performance improvement and to the Society –Learn more about Performance Improvement at ISPI - [www.ispi.org](http://www.ispi.org)

Guy was recruited in 2010 as an inaugural member of the ASQ *Influential Voices* program. "While I receive a variety of quality resources as honorarium from ASQ in exchange for my commitment, the thoughts and opinions expressed on my blog are my own." Learn more about Quality at ASQ - <http://asq.org>

Guy's Blog and Web Site for EPPIC is at: [www.eppic.biz](http://www.eppic.biz) – Offering over 200 Free Resources – presentations, articles, tools and templates and audio and video podcasts - including over 50 links to Guy's HPT Practitioner and HPT Legacy Video Podcast Series – and links to other videos on ISD and HPT topics – all on topics of Human Performance Technology.

©2011 EPPIC Inc. Use only with appropriate crediting.



## My Reflections