

IWCC's Licensing Option

The Licensing Option

When you enter into a training partnership with IWCC, your trainers can be certified to deliver proven workshops in writing skills and/or presentation skills to your employees in-house.

Licensing is a good investment when:

- You are planning to train 100 or more people a year in writing skills or presentations skills
- Your trainers have good presentation skills, a talent for language, and the ability to work with adult learners in a consultative way

How Our Licensing Option Works

Our partnership kicks off with an in-house demonstration workshop. This demonstration not only serves as a model for your instructors, it dramatically improves the skills of the other employees who attend. By attending the workshop as participants, your instructors gain firsthand exposure to the materials and the concepts that they will be delivering in the workshops.

Immediately following the demonstration workshop, your instructors will receive a Workshop Leader's Manual and visuals for the licensed program. They will also receive a set of self-study materials.

Finally, your instructors will attend a trainer certification workshop session conducted by a senior IWCC consultant. During this two or three-day session, your trainers will learn about the design of the workshops, the learning technology and the concepts that underpin IWCC's approach to training. They will also have the opportunity to practice the delivery in a simulated workshop situation.

What You Can Expect From Our Partnership

By entering into a licensing agreement with IWCC, your organization will have the right to purchase workshop materials for the programs acquired under license. You can expect to receive updated information every time we complete an enhancement to our program. As well, your organization will be acquiring:

- A flexible approach to customizing workshops for specific audiences
- Techniques and materials to measure the results of your training and evaluate the return on your investment
- A proven adult learning technology that produces behavior change and that has been tested in the US, Canada, Mexico and Europe across a wide range of industries with employees at a variety of levels
- Professional workshop materials that serve as an invaluable reference in the months and years following the workshop

