DESIGNER
Certificate

**5 Moments of Need®
Academy**
United Kingdom

Next Start Date
Jan 29th, 2025

Time
09:00-11:30 EST

Learning Method
Virtual, assignment-based in GEAR cycles

The 5 Moments of Need®
Designer Certificate

There has never been a more challenging time for organizational learning. With most employees now working and learning remotely, L&D teams are tasked with creating impactful learning programs that result in peak workforce performance.

Yet ask yourself these key questions:

1. **Are your learning solutions meeting these 5 Moments of Need?**
   - Are people able to APPLY what they have learned in training to their flow of work? If not, is their support just 2-clicks or 10 seconds away?
   - Is your workforce able to SOLVE problems that arise as they work?
   - When things CHANGE that require people to unlearn skills deeply ingrained in their practices and relearn new ones—can they do this without interruption to their productivity?

- When NEW tasks and processes are introduced, can your workforce learn for the first time while in their workflow?
- When people need to expand on their knowledge and learn MORE, can they do it without traditional training?

2. **Are your learning programs demonstrating direct measurable impact on the business? Do they result in tangible improvements?**
   - Do they increase people's speed to competency?
   - Do they reduce time spent away from work, learning?
   - Do they reduce time spent away from work, helping other people?
   - Do they reduce company inefficiencies and improve overall performance?

The 5 Moments of Need®

The 5 Moments of Need® is an instructional design & performance support methodology proven to enable your workforce to do more for less. It is grounded in the science of limited human memory and the reality that the most effective learning takes place while working on a task at hand, where we encounter these moments of need.

1 » Learn something new

2 » Learn more about what we've learned

3 » Apply what we've learned

4 » Unlearn in order to relearn because of change

5 » Solve a problem

GATHER

5 x 2.5 hours **Gather** sessions, where participants learn about the core concepts with experienced 5 Moments of Need training consultants.

EXPAND

Specific reading assignments to **Expand** on knowledge gained in each Gather.

APPLY

Chosen project to develop and **Apply** the techniques learned through 5 assignments culminating in a Proof of Concept (PoC) and Final Solution presentation.

4 x 1.5 **Office Hours** where participants ask questions and receive coaching as they prepare to submit each assignment.

24/7 **EnABLE Digital Coach** with all design tools, steps and resources to support the application of the methodology.

REVIEW

5 x 2 hours **Review** sessions, where group participants receive feedback on their assignments.

Program Overview

In The 5 Moments of Need Designer Certificate, participants learn how to use and apply the methodology working in GEAR cycles over 5.5 months on a business project of their own.

Learn About

- The 5 Moments of Learning Need
- Train, Transfer and Sustain
- Performance Support
- The Performance Support Pyramid
- Job Task Analysis
- Critical Skills Analysis

How To

- Conduct Rapid Workflow Analysis
- Perform Critical Impact Analysis
- Map the Workflow
- Build a Learning and Experience Plan
- Develop a Digital Coach Proof of Concept
- Plan a Targeted Learning Experience

Leading to...

- 30% - 50% reduction in traditional classroom instruction time
- Significant increase in digital resources available to employees while they work - anywhere
- Improved workforce performance overall
- A means to measure and report meaningful business impact

Proof of Concept

During the program participants create a proof of concept (PoC) to showcase the design of a Digital Coach that delivers Performance Support using The 5 Moments of Need approach.

With 2 x 1.5 hour additional coaching sessions participants learn how to work with the EnABLE platform and tools to create a Proof of Concept for their project of choice.

Certificate Program Schedule

The 5 Moments of Need Designer Certificate Program 29 Jan - 16 July '25								
Cycle	**Topics**	**Gather**		**Office Hours**		**Assignment Due**	**Review**	
1	Foundation Principles	29 Jan	09:00 - 11:30	NA		10 Feb	12 Feb	09:00 - 11:00
2	Map the Workflow	19 Feb	09:00 - 11:30	26 Feb	09:00 - 10:30	12 Mar	19 Mar	09:00 - 11:00
3	Determine the Impact	26 Mar	09:00 - 11:30	2 Apr	09:00 - 10:30	28 Apr	30 Apr	09:00 - 11:00
4	Prove the Concept	7 May	09:00 - 11:30	14 May	09:00 - 10:30	30 May	11 Jun	09:00 - 11:00
5	Plan the Learning Experience	18 Jun	09:00 - 11:30	25 Jun	09:00 - 10:30	2 Jul	9 Jul	09:00 - 11:00
Close	Final Wrap	16 Jul	09:00 - 11:00					

All times local EST. Sessions are recorded for post-class reminders or catch-ups.

Certificate Completion

On successful completion of all assignments, Proof of Concept and Final Presentation, certificates are awarded during the program final wrap and presentation event.

Those who successfully complete the Certificate program are 5 Moments of Need Designers, who can use the practices, resources, and tools obtained during the course.

They also become part of The 5 Moments of Need Alumni Program, a group of like-minded professionals, who share projects, challenges, and inspire one another to push the envelope even further.

DESIGNER

Investment

33	Hours in-person, virtual class time
40	Hours Apply project assignment time
20	Participants maximum on a program
5.5	Months duration
1	Year EnABLE Digital Coach subscription

Price per participant $ 2,995

Group discounts available

Private in-house sessions can be organized on demand

TO REGISTER

https://5momentsofneed-uk.com

What People Say

66 Adopting The 5 Moments of Need methodology fundamentally changed the relationship our L&D group has with its clients and the value we bring to them. The real business problems are identified faster, learning solutions are more targeted and better balanced, resources are able to be spread further, and results are easier to pinpoint. 99

Senior Manager, Global Learning Solutions, Herman Miller

66 5 MoN was an eye-opener for us. It defined a new way of looking at equipment learning needs, categorizing them by business impact severity [...] Now we can focus differently on how we train operators; they can access performance support on the line and in a couple of clicks get information on just the bits they don't know. 99

Director, Global Supply Chain Learning, Colgate Palmolive

66 The results are unquestionable. Not only is user feedback extremely positive, but with learning being tied more closely to the work being performed, we will be better able to correlate data with the learning to understand business and performance impact. In short, The 5 Moments of Need is a total game changer. 99

Senior Manager, Service Delivery, Conduent