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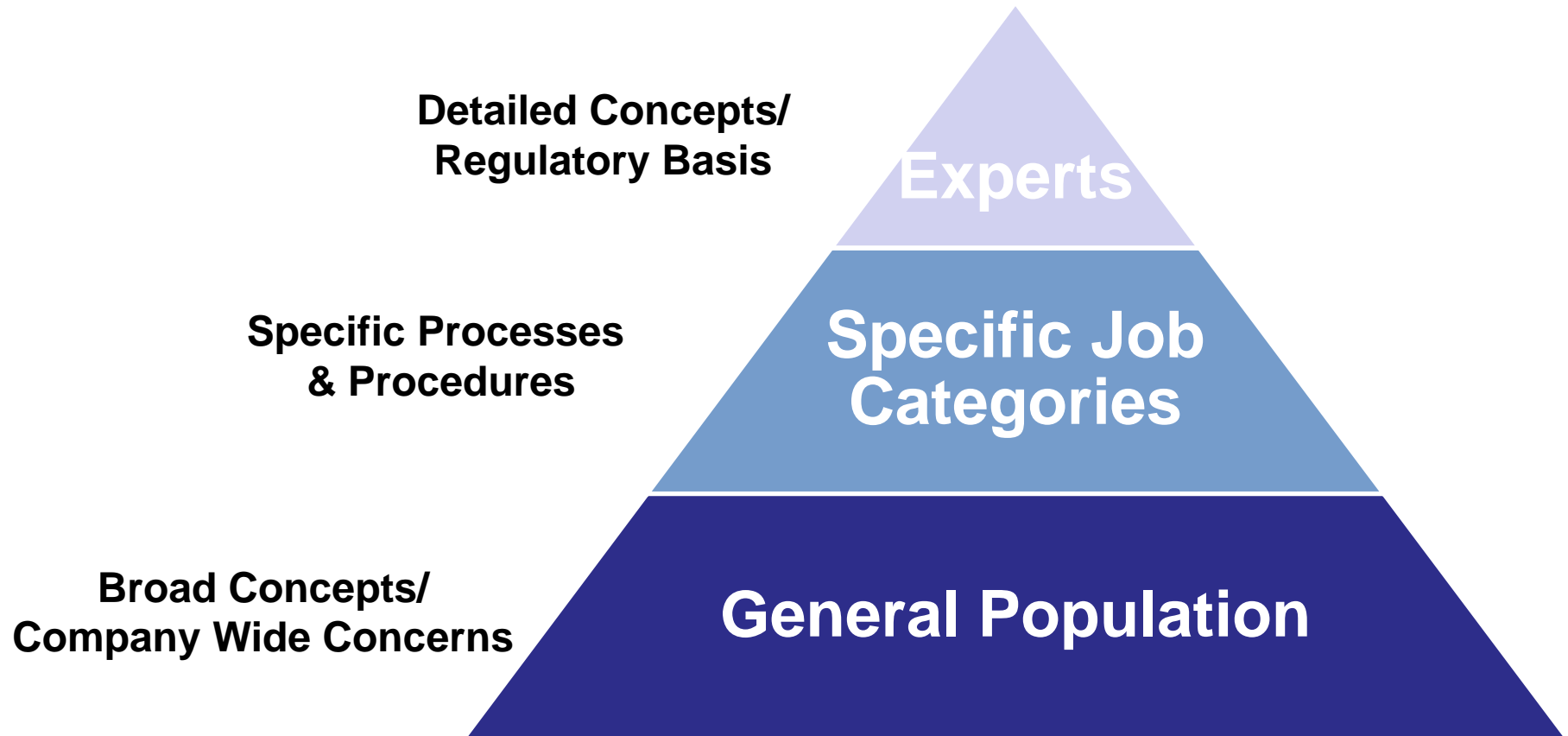
# AGENDA

- Adopt a layered approach to training
- Train at the appropriate level
- Utilize artifacts to facilitate training development

QUESTIONS? »



# Layered Approach





# Training Matrix

Type	Export Training			
	Management Training	Business Development	HR	Logistics/Operations
Content	What are export controls	Management Training	Management Training	Management Training
	Our products and their controls	Party/Country Screening	Deemed Exports	Party/Country Screening
	Our Export Policy	Red Flag Indicators	Recordkeeping	Product Classification
	General Prohibitions	Anti-Boycott		Product Registration
	Penalties	End User, End Use		Export Documentation
	Company Overview/ Departmental Responsibilities relating to export compliance	Record keeping		Recordkeeping
	Product Lifecycle - Export Touchpoints	Deemed Exports		
	Potential Violation Notification			
Timing	1 hour training	45 minute training	1 hour training	4 hour training
Type	Face to Face	Webinar	Video Conference/Face to Face	Workshop
Attendees:	Key execs that have responsibility for sales, finance and operations.	Sales representatives, order management, legal, marketing.	HR representatives.	All personnel who manage shipments.
Value Derived:	Understanding of corporate obligations to export regulations.	Understanding of customer screening and transactional red flags. Training on manual screening.	Understanding of export controls regarding foreign nationals. Training on manual screening and determination of foreign nationality.	Understanding of export compliance requirements and roles and responsibilities. Training on export policies and procedures.



# Training Methodologies

- Focus on adult learning theory
- Standard communication processes
- Establish learning outcomes

## Adult learners...

- Are motivated to expand their career path
- Want to support company policy and the success of the company
- Feel empowered to take control of their own learning
- Have a rich reservoir of experience that can serve as a resource for learning
- Tend to have a life-, task-, or problem-centered orientation to learning

# Tools and Templates

- Script templates
- Standard training components
- Key learning summary templates
- Certificate of completion
- Exam templates
- Evaluation templates
- Style and branding guidelines
- Technical and editorial checklists

QUESTIONS? »



# Training Methodology

- Step-by-step process to ensure a collaborative approach to developing a course that matches the objectives of the company
  - Script format, standard components of every training:
    - Introduction
    - Agenda
    - Objectives
    - Myth vs. Fact
    - Summary
    - Conclusion



# Must Haves

- Executive management support/endorsement
- Internal policies and procedures
- Your products
- Your brand
- Personal responsibility







# Support and Maintenance

- Project support
  - Dedicated project lead
  - Subject matter experts
  - Educational expert
- Ongoing revisions and updates
  - Regularly monitor the latest in legal developments and regulations
  - Courses set on mandatory revision cycles



# Training Administration

- Job category
- Completion tracking
- Transcripts
- Reports
  - Time spent in training
  - Final score
- Alerts





# Development and Testing

- Collaborative conference calls
  - Script development
  - Visual aides
  - Resources and links
- Content testing platform
- Interim design
  - Final product



# Documentation

Document all training events

- ✓ Maintain training logs
- ✓ Save copies of course literature
- ✓ Keep materials and make available to all staff
- ✓ Keep copies of Certificates earned by employees
- ✓ Utilize a Learning Management System

- Select the right medium for your trainings
- Train peers
- Frequently reference their job responsibilities
- Use tools and templates for consistency and to reinforce your message

QUESTIONS? »

# THANK YOU

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