



Cheryl McKay, LLC

Training Development

Instructional Design & Curriculum Development

Effective training requires more than just a good user manual.

Instructional design is a process that leads to effective training--achievement of the desired learning outcomes. Experienced trainer, Cheryl "MACK" McKay of Cheryl McKay, LLC, consults with organizational development personnel, the learners, managers, subject matter experts and other stakeholders to guide clients through this frequently challenging endeavor.

Mack has professional experience working for manufacturing, consulting, educational and industrial service companies, traveling and working in the U.S., Canada, Mexico, Puerto Rico and the UK in the following functional areas:

- Computer, Quality & Language Training
- Marketing Communications
- Legal, Business & Technical Language Translation
- Business Development
- Mechanical Engineering
- Business Development

Active in community service, Mack has been a volunteer for several local/community, and national and international non-profit organizations. She continues to volunteer as a Spanish, Math and Science tutor and teacher, program planner and coordinator, graphic designer, professional and academic mentor, and translator.

A Collaborative Process

Whether a client desires on-site, web-based, distance learning or a combination of delivery methodologies, consultants engage with internal and external company stakeholders throughout the process of development. Several, but not all the phases of training development, are summarized below.

Gathering Information

- Determining primary and secondary training objectives
- Selecting delivery method(s)
- Interviewing workers and managers
- Observing performance of work
- Videotaping specific activities
- Diagramming processes and procedures
- Describing methods of production
- Reviewing drawings, manuals, etc.

Creating & Documenting Content

- Developing storyboards and scripts
- Creating instructional activities
- Determining required materials and technical tools
- Drafting training prototype

Delivering Prototype

- Evaluating and assessing learner response

Delivering Release Version

- Evaluating and assessing learner response

Have questions? Contact us today!

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