

“Building an Assessment Tool Kit”

Presented by: Catherine Jefferson
Manager, Instructional Design/Performance Consulting
Intercontinental Hotels Group



The ASTD Assessment Workshop is designed to reinforce the process, skills, and best practice for the various stages of front-end analysis.

Objectives of the session:

- ◆ The participants will be able to identify a Performance Model
- ◆ The participants will be able to utilize a tool for the Initial Client Consultation (The foundation of the Needs Assessment).
- ◆ The participants will be able to identify several tools and resources to develop a proper Findings and Recommendations to verify the hypothesis.
- ◆ The participants will be able to identify the components of a Findings and Recommendations tool and how to focus the research.
- ◆ The participants will be able to identify and explain various success matrix components.

About our presenter:

Catherine Jefferson possesses a strong background in the hospitality industry with eight of her twelve years in the business devoted to the field of training. She holds a Bachelor of Science degree in Hospitality Management with a Business Management minor. Her areas of expertise are: Hotel Operations, Department Training Components and Development, New Hotel Opening Training and Development Plans, and Performance Consulting. Catherine was involved in the development of the Crowne Plaza brand’s “You’ve Got the Power to Make it Happen” program, as well as the IHG Diversity and Inclusion Awareness program.

Meeting Information:

- Date:** June 8, 2006
- Time:** 1:00p.m.—5:00p.m.
- Location:** Equifax (Please see below)
- Cost:** Members \$105
Non Members \$195 (includes an ASTD Atlanta Membership)

Register Now at www.astdatlanta.org!
Must RSVP by **June 1, 2006** by 5:00p.m.!!!
Payment is required at the time of registration

Join ASTD now and enjoy the many benefits of membership!
Go to www.astdatlanta.org or contact
Barbara Martin at info@astdatlanta.org
or (770)-432-4042

**DIRECTIONS TO EQUIFAX GLOBAL HEADQUARTERS
1550 PEACHTREE STREET, NW
ATLANTA, GA 30309
(404) 885-8000**

From North Atlanta:

Take Ga. 400 South (a toll road) to the Sidney Marcus exit. Turn left at the traffic light onto Sidney Marcus Boulevard. Turn right at the next traffic light onto the Buford Highway connector. The connector goes approximately 3 miles, crosses Spring Street, and dead-ends at Peachtree Street by Rhodes Hall. Turn left onto Peachtree Street, pass Rhodes Hall, then immediately turn left into the Equifax driveway. Follow the driveway under the portico and turn right into the parking garage.

From Northwest Atlanta:

Take I-75 South to Exit 252, which exits to Howell Mill Road and Northside Drive. Follow signs to Northside Drive. Turn right at the stop sign. At the second stop light, turn left onto Deering. Take Deering to Peachtree Street. Turn right onto Peachtree Street and go two blocks to the intersection of Peachtree and Spring Streets. The Equifax building sits at this intersection. Turn right onto Spring Street and take the first left into the Equifax rear entrance.

From Northeast Atlanta:

Take I-85 South to Exit 28, the Buford Highway Connector. The connector goes approximately 3 miles, crosses Spring Street, and dead-ends at Peachtree Street by Rhodes Hall. Turn left onto Peachtree Street, pass Rhodes Hall, then immediately turn left into the Equifax driveway. Follow the driveway under the portico and turn right into the parking garage.

From Hartsfield International Airport:

Take I-85 North to Exit 101, "10th Street, 14th Street, Georgia Tech." Turn right at the stop light onto 14th Street. At the second stop light, turn left onto West Peachtree Street. At the fourth stop light, merge to the right onto Peachtree Street. The Equifax building will be two blocks down on the left, immediately past Rhodes Hall.

Parking is in the rear of the building (underground)...just tell the guard whom you're meeting with and he will direct you to the proper parking area. When you arrive at the glass doors, push the button over on the left (once) and the inside guard will answer. Again, just tell him whom you're meeting with and he will release the door for you. Take the elevator up to the Lobby and sign in at the desk....they will call us to come and get you.