# Table of Contents

<table>
<thead>
<tr>
<th>1</th>
<th>What is IMAS™?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>With IMAS™, You Can...</td>
</tr>
<tr>
<td>3</td>
<td>Why IMAS™?</td>
</tr>
<tr>
<td>4</td>
<td>Height of IMAS™</td>
</tr>
<tr>
<td>5</td>
<td>Depth of IMAS™</td>
</tr>
<tr>
<td>6</td>
<td>Width of IMAS™: The 3 Output Components</td>
</tr>
<tr>
<td>7</td>
<td>How to Apply IMAS™ in Organizations?</td>
</tr>
<tr>
<td>8</td>
<td>BEST Program for IMAS™ Licensing</td>
</tr>
<tr>
<td>9</td>
<td>What Kind of Training Professional Are You?</td>
</tr>
<tr>
<td>10</td>
<td>Professional Paths &amp; Requirements of IMAS™ Courses</td>
</tr>
<tr>
<td>11</td>
<td>IMAS™ Course: Basic</td>
</tr>
<tr>
<td>12</td>
<td>IMAS™ Course: Elevated</td>
</tr>
<tr>
<td>13</td>
<td>IMAS™ Course: Specialist</td>
</tr>
<tr>
<td>14</td>
<td>IMAS™ Course: Trainer</td>
</tr>
<tr>
<td>15</td>
<td>Certificates</td>
</tr>
<tr>
<td>16</td>
<td>Contact Us</td>
</tr>
</tbody>
</table>

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Preparation, Enhancing, & Evaluating Training Packages
International Standards of Instructional Design™
Vancouver, Canada
What is IMAS™?

The IMAS™ system is a vital and modern tool of Instructional System Design. It integrates various elements of training packages to ensure strong coherence among these elements in order to:

1. Achieve training goals set out by the organization, and
2. Elevate performance and efficiency of trainers and trainees.

IMAS™ helps instructional designers set a well-thought-out training scenario and timeline for the training session, regardless of the professional content of the training package and training.

IMAS™ analyzes the structure of the training package according to the International Standards of Instructional Design (ISID™) to ensure training efficiency and effectiveness.

Preparation
Enhancement
Evaluation

Who Benefits from IMAS™?

- Training experts working in organizations and training departments... to control the quality of training courses.
- Professional trainers... to professionally excel in the training industry.
- Instructional designers... to achieve continuous development through distributable systematic and well-designed training packages.
With IMAS™, You Can...

- More accuracy... Less spontaneity!
- More innovation... Less monotony!
- More fine-tuning... Less wasting!

<table>
<thead>
<tr>
<th>Tools</th>
<th>Handling</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities</td>
<td>Attendance</td>
<td>Workshops</td>
</tr>
<tr>
<td>Training</td>
<td>Ultrasound</td>
<td>Case Studies</td>
</tr>
<tr>
<td>Videos</td>
<td>Simulations</td>
<td>Videos</td>
</tr>
<tr>
<td>Books</td>
<td></td>
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</tbody>
</table>

Plan chronologically for a professional training session and activities.

Enjoy crafting and selecting the training tools that distinguish your training style.

Connect your innovative training tools with the training objectives to achieve efficiency.

Deliver effectiveness by calculating the required time and repetition each skill requires.

Analyze and define the participation and involvement level you seek from trainees.

Identify the trainer’s role appropriately for each training activity.
Why IMAS™?

No matter what training your organization conducts, with IMAS™ you can:

- Improve efficiency: by using proper practices in the training field to save time, effort, and cost.
- Improve effectiveness: by choosing the most feasible activities in training.
- Enhance participant performance: by using various appropriate training tools.
- Achieve Return on Investment (ROI): by measuring the professional and financial returns of training efforts and expenses.

The 3 Professional Dimensions of IMAS™

**Height** = The upper section of IMAS™.

**Depth** = The lower section of IMAS™ and the International Standards of Instructional Design.

**Width** = The 3 output components: trainer’s manual, trainees’ notes, and training tools.
### Height of IMAS™

Chronological framework… time planning and core content of the training package… through IMAS™.
# Depth of IMAS™ & the International Standards of Instructional Design™ (ISID™)

Handling the core content of the training package through appropriate training tools… through ISID™ Guidelines.

<table>
<thead>
<tr>
<th>Tools</th>
<th>Handling</th>
<th>Topics</th>
<th>Estimated Duration</th>
<th>Analysis</th>
<th>Tools Classification</th>
<th>Timeline</th>
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<tbody>
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<td>Activities</td>
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<td>Subjects</td>
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<td>K.S.A.</td>
<td>Objective #</td>
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<td>Techniques</td>
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<td>Concepts</td>
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<td>DIF (D-B-A)</td>
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<td>Methods</td>
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<td>Titles</td>
<td></td>
<td>A-I-D-A+</td>
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<td>Tactics</td>
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<td>Trainer's Role</td>
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<td>Ways</td>
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<td>Evaluating</td>
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<td>Tutoring</td>
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<td>Practicing</td>
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<td>Discussing</td>
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<td>Analyzing</td>
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<td>Demo - Visualizing</td>
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<td>Watching</td>
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<td>Reading</td>
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<td>Listening</td>
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Width of IMAS™: The 3 Output Components

Professional writing, physical output, and presentation of the 3 output components
trainer’s manual, trainees’ notes, and training tools…

through the 8 stages of preparation of training packages.
How to Apply IMAS™ in Organizations?

Organizations may employ ISID™’s consulting services to perform some or all of the following services:

1. Supervising training departments, including planning, implementing, and ROI calculating.
2. Evaluating internal and external training packages for professional authorization.
3. Qualifying supervisors and trainers to become professional references at the organization.
4. Preparing training packages for the organization.
5. Establishing a unit for the International Standards of Instructional Design™ (ISID™) and IMAS™ system within the organization.
6. Training and licensing instructional designers and trainers.

How to Apply IMAS™ for Individuals?

Individuals may employ the IMAS™ system through the BEST methodology:

1. **Basic**: for preparing training courses.
2. **Elevated**: for designing training packages.
3. **Specialist**: for evaluating and analyzing training packages based on the International Standards of Instructional Design™ (ISID™).
4. **Trainer**: for delivering the IMAS™ system through consulting and training.
IMAS™ Licensing & Courses

BEST
Basic Elevated Specialist Trainer

Stages of Preparation of Training Packages (PTP):

1. Pre-Design
2. TNA
3. Objectives & Topics
4. Depth of Practice
5. Designing Tests
6. Tools
7. Professional Writing
8. Validation & Evaluation

Evaluation Mechanism:

1. For the Standards Evaluation Tables, please rate the following criteria:
   - 

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BEST Program for IMAS™ Licensing

The BEST methodology is invented to provide training professionals with a mechanism to advance to the highest level of expertise in the IMAS™ system. Professionals can advance through BEST and exercise a different role per level:

**Basic**: for preparing training courses.

**Elevated**: for designing training packages.

**Specialist**: for evaluating and analyzing training packages based on the International Standards of Instructional Design™ (ISID™).

**Trainer**: for delivering the IMAS™ system through training.

Participants may start at the Basic level, develop their skills to advance to the Elevated level, then to the Specialist level where their efforts start to show in the training field, and finally achieving the professional Trainer level.

Who Benefits from BEST?

The design of the BEST methodology directly serves practitioners and professionals in the field.

The professions shown in the diagram are just an example of the different professions that can benefit from this program.

Please note that this list is far from exclusive. Bar statistics are approximate and there are ongoing studies to reach accurate results.
## What Kind of Training Professional Are You?

<table>
<thead>
<tr>
<th>Traditional Development</th>
<th>Modern Development</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Computers and modern presentation media guarantee the renewing and improving of the professional progress in training.</td>
<td>The training package leads the training process in a professional manner based on advanced standards and methodology. It employs technology based on efficiency and training needs.</td>
</tr>
<tr>
<td><strong>2</strong> Professional trainers have a strong experience and they are able to lead the training process in major organizations.</td>
<td>Effective training consists of 3 integrated basic elements: the training package, the professional trainer, and the training environment.</td>
</tr>
<tr>
<td><strong>3</strong> Positive feedback from evaluation surveys reflects an excellency in performance and ensures high participants satisfaction.</td>
<td>Immediate results are not the only measure in the professional training package feedback. Training packages seek to control the quality of training through measuring the return of training on individuals, organizations, and society on the long run. Training packages tend to achieve the training goals through an atmosphere of satisfaction and enjoyment.</td>
</tr>
<tr>
<td><strong>4</strong> No sufficient time to prepare a professional training package.</td>
<td>Professional training packages provide a systematic-based and an investment-based business. There is no time for random uncalculated actions.</td>
</tr>
<tr>
<td><strong>5</strong> Participants receive unique training notes.</td>
<td>The trainer is provided with IMAS™ techniques to provide professional and practical solutions to the participants.</td>
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</tbody>
</table>
## Professional Paths & Requirements of IMAS™ Courses

<table>
<thead>
<tr>
<th>Stage</th>
<th>Course</th>
<th>Course Level</th>
<th>Hours</th>
<th>Days</th>
<th>Prerequisites</th>
<th>Level of Course Trainer</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>IMAS™ Basic: Designing Training Courses</td>
<td>Basic</td>
<td>25</td>
<td>3-5</td>
<td>---</td>
<td>Certified Trainer</td>
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<tr>
<td></td>
<td>Participants are able to plan their training courses step-by-step by crafting trainees’ notes and training tools to begin their professional training journey.</td>
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<tr>
<td>E</td>
<td>IMAS™ Elevated: Designing Training Packages &amp; Analyzing Tools</td>
<td>Elevated</td>
<td>25</td>
<td>3-5</td>
<td>Basic</td>
<td>Certified Trainer</td>
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<td>Participants are able to prepare their training packages including the trainer’s manual and the proper training tools. They are able to integrate the tools into their training content according to the tools’ compatibility.</td>
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<tr>
<td>S</td>
<td>IMAS™ Specialist: ISID™ Guidelines &amp; Evaluating Training Packages</td>
<td>Training Packages Specialist</td>
<td>25</td>
<td>5</td>
<td>Basic &amp; Elevated</td>
<td>Trainer Consultant</td>
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<tr>
<td></td>
<td>Participants are able to analyze and compare training packages using IMAS™ and ISID™ guidelines. Participants are able to provide recommendations either to accept the training package or to make adjustments to direct the training performance for both organizations and individuals.</td>
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<tr>
<td>T</td>
<td>IMAS™ Trainer: Training &amp; Qualifying IMAS Professionals</td>
<td>Certified Trainer in Preparation &amp; Evaluation</td>
<td>25</td>
<td>5</td>
<td>Training Packages Specialist</td>
<td>Training of Trainers Consultant</td>
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<td></td>
<td>Participants are able to exchange experience with training packages experts from all over the world. Participants will be equipped with various training tools that qualify them to help shape and develop characteristics of professional training.</td>
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You Deserve the Prestige...

The BEST methodology is one of the carefully-crafted and specialized programs presented exclusively by ISID™ Program. This diploma provides a real chance to all parties concerned with training to cover their needs of experts in preparing, enhancing, and evaluating training packages.
Course Objectives:

- To define the concept of modern training packages and their role in professional training.
- To identify the structure and the components of a training package.
- To distinguish between training packages and other forms of packages.
- To prepare training courses in accordance with the ISID™ guidelines.
- To practice time distribution and management efficiently for training sessions.
- To distinguish between and correctly choose the appropriate training tool for training activities.
- To professionally write and prepare the trainees’ notes using the IMAS™ system.
- To shape theoretical and academic content into trainable applications and materials.
- To handle the training objectives properly.
IMAS™ Course: Elevated
Designing Training Packages & Analyzing Tools

Course Objectives:

- To understand the concept of on-shelf training packages and their value for individuals and organizations.
- To prepare and design training packages according to the ISID™ guidelines.
- To select the appropriate training tools to achieve training objectives and depth of practice.
- To correctly set the depth of practice for the various skills.
- To correctly select the trainer’s role needed for each training activity.
- To professionally write and prepare the trainer’s manual, trainees’ notes, and training tools using the IMAS™ system.
- To handle the design of the training package using the 8 sequential stages of preparation of training packages.
**Course Objectives:**

- To evaluate training packages and analyze the organization’s needs in accordance with the ISID™ guidelines.

- To develop and enhance training packages using IMAS™ and the ISID™ guidelines.

- To upgrade classification and rating levels of training packages to conform with the target industry and the organization’s size.

- To exercise the Specialist duties and position in judging and evaluating training packages.

- To analyze the integration of the training package components to highlight strengths and weaknesses in the training package.
Course Objectives:

- To facilitate training of the IMAS™ system.
- To conduct workshops and case studies for the IMAS™ system.
- To use the various tools needed to enter the training field confidently and to easily deal with organizations.
- To evaluate and follow up with participants' performance pre, during, and post IMAS™ courses.
Certificates

IMAS™ Basic Certificate of Participation

IMAS™ Elevated Certificate of Participation

IMAS™ Specialist Certificate of Participation

IMAS™ Trainer Certificate of Participation

ISID™ Trainer Membership Card

ISID™ Specialist Membership Card

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