

Contact information

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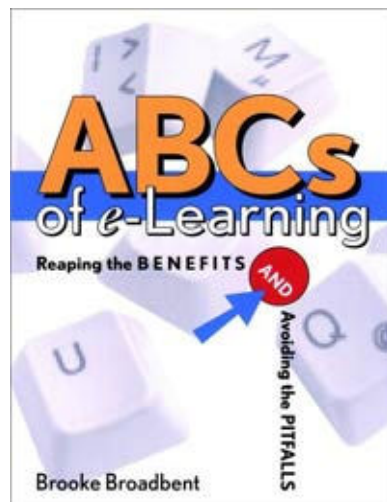
Summary of work experience:

As a fluently bilingual Public Service technical training manager, training needs analysis leader, training designer and developer, a technical writer and a management consultant, author and coach in the private sector Brooke has successfully completed a rich variety of projects. He has in-depth experience conducting needs assessments, developing training strategies, managing training projects, as well as developing instructor and learner manuals

- over 30 years experience in a variety of responsible positions in the training field
- examples of public sector clients: Labour Canada, Human Resources Development Canada, Department of National Defence, Foreign Affairs, Transport Canada, Industry Canada, Public Works and Government Services Canada, International Development Research Centre, International Labour Organization, , United Nations Development Programme, Mines Accident Prevention Association of Ontario

Overview of management experience and technical training

- Set up and managed the Education and Technical Training Division of Labour Canada for a decade
- Taught presentation skills to trainers across North America while working for Friesen Kaye and Associates
- Led training teams on various training projects for Public Works and Government Services Canada, Air Canada, Canadian Petroleum Association, Syncrude, Nordion, and PriceWaterhouse Coopers, Health Canada, Foreign Affairs, Transport Canada, Labour Canada, Treasury Board, Public Service Commission.



Positions held

1. Personal and Business Coach

2001 to present

- Working with clients to bring them more results in their work and personal lives.
- Example: coached three employees at the Mint to identify training plans, and strategies in English and French (April 2005 to November 2005)

2. Freelance Writer and Author

- Published over 90 articles, three books and have had three regular columns in magazines. Most of the articles are about learning, education, e-learning, training needs analysis and personal growth.
- Currently writing a memoir of my search for answers about my ancestors
- 1993 to present

Consultant

Most of the work was performed while sub-contracting to Tecstult Eduplus, working for Friesen, Kaye and Associates and while working as an internal consultant for HRDC

October 1989 to present

3. Instructional Design Specialist and Facilitator

- Developing courses to be delivered through gcTraining
- August 2008 and ongoing

4. Training Consultant

- Working with Passport Canada
- To developed integrated business human resource plans
- Facilitating meetings in English and French
- January to April 2008

5. Blended learning leader

- worked with Public Works And Government Services Canada
- provided leadership in training strategy development, coaching of staff, developing innovative approaches

- liaison with clients, training policy development
- met with several clients, defined training needs
- developed a course for managers, taught it five times managed and administered it

January 2006 to June 2007

6. Distributed learning leader

- worked with the Canadian military as part of a three-person team to support the implementation of “distributed learning”
- specific projects include writing a governance policy, developing an evaluation plan and evaluating courses, developing a policy for selecting courses to convert to e-learning and developing a course to teach new instructors, developers and administrators of distributed learning
- met with clients, defined learning requirements
- recommended solutions
- managed delivery
- gave presentations to management
- developed training materials and conducted courses and made presentations at conferences to DND managers

October 2000 to June 2004

7. Online Instruction

- identified training needs
- developed a course about e-learning
- taught the course at eSocrates.com
- course is accredited by a US college
- August 1999 to January 2001
- identified training needs
- developed and taught a graduate course
- for Royal Roads University
- part of their MA program
- in distributed learning
- July 2001 to September 2003

8. E-learning Needs Assessment

- reviewed training practices at the Ottawa Police Service and suggested how technology-assisted learning can be used for e-learning (self-study, leader-led, knowledge management and performance support.)
- conducted 14 individual meetings with stakeholders and five focus groups
- proposed training needs

- February 2000 to April 2000

9. MIMS Training Commonwealth Edison

- With PriceWaterhouse Coopers in Chicago conducted a training needs analysis, developed training materials and conducted training of trainers sessions for the MIMS ERP system

July 1999 to November 1999

10. Financial and procurement training

- INCO, Ontario Division introduced new software for their critical financial and procurement business processes. One application, MIMS software, replaces 14 existing custom-designed software packages. To prepare personnel, worked with INCO to implement a comprehensive performance improvement strategy that includes communicating the new change to all employees and training over 2,000 personnel—using leader-led training, coaching, and job aids. Training information is also distributed on the INCO intranet.
- led the process for deciding if we should use e-learning and decided against it
- met with clients, identified and proposed training needs
- developed training plans course plans, instructor guides, user manuals
- conducted train the trainer sessions

January 1999 to June 1999

11. Internet training, International Development Research Centre

- facilitated a training needs exercise with representatives on five continents, using an electronic mailing list
- identified and proposed training needs
- developed 2.5 days of training to teach Pegasus Mail, Eudora Light, and Netscape Navigator and an overview of the Internet
- wrote a 30-page computer handbook, and a 30-page instructor guide
- assisted with delivery to managers Africa
- November 1997 to June 1998

12. Financial questions for assignments and exams

- based on self-paced instruction materials, developing over 300 questions to be used to assess students of the distance education CFP (Certified Financial Planner) for the Canadian Institute of Financial Planning
- February 1997 to October 1997

13. Certification of Microsoft instructors

- conducted three-day workshops to teach oral presentation techniques in Atlanta, Calgary, Chicago, Los Angeles, Toronto, Lambton College and Ottawa, as part of a program for certifying Microsoft trainers

March 1995 to September 1997

14. Mobile worker learning materials

- Conducted a training needs analysis in English and French
- Developed training plans, strategies, and outlines in English and French
- Wrote Instructor Guides in English and French to teach software and technology used by mobile workers
- Conducted train-the-trainer sessions in English and French
November 1994 to February 1995

15. Self-study manual, nuclear medicine

- worked with nuclear industry specialists, gathered information about nuclear medicine, processes involved Nordion and safety precautions to take; formatted material into a DTP-formatted self-study guide
- January 1993 to May 1993

16. Technical documentation and training Air Canada

- worked at the Dorval site of Air Canada coached and led in upgrading technical documentation and training for several proprietary mainframe applications; as part of the software development team, led an initiative to establish the roles of different parties for technical writing, to introduce effective job aides for users, to set standards (quality and time), to create formats, to enhance on-line Windows-based help and to introduce electronic performance support systems; also mapped business processes and created flowcharts illustrating the flow of work linked to software functionality
- developed training plans course plans, instructor guides, user manuals
- conducted train the trainer sessions

17. Marine spills safety

- developed a marine spills response course for the Canadian Petroleum Association
- developed training plans course plans, instructor guides, user manuals

18. Safety policies training materials

- conducted a needs analysis; reformatted policies into leader-led and DTP self-instruction materials for instructors and participants to teach occupational health and safety in the City of Ottawa

19. Nuclear medicine

- working with nuclear industry specialists at Nordion, gathered information about nuclear medicine issues, particularly safety and produced a self-study guide

20. Safety training program for senior managers

- developed training plans course plans, instructor guides, user manuals
- developed and delivered a pilot session of a safety training program for senior managers in the federal public service for Treasury Board Canada

21. Performance improvement training

- developed interview strategies; conducted focus groups to identify the training needs of support staff; presented a comprehensive report to senior management; developed

DTP-formatted training modules about performance management and conducted three-day training sessions for Foreign Affairs Canada using accelerated learning techniques

22. Training needs analysis, officers and senior managers

- developed questionnaires and interview strategies; conducted a survey of the training needs of officers and senior managers; presented a comprehensive report to senior management of Industry Canada

23. Training needs analysis handbook

- wrote a guide, with checklists, explaining policies for selecting employee training; formatted as a DTP document, for the Department of National Defence
- conducted a training needs analysis and delivered a one-day course on training needs analysis

24. Employee benefits training

- developed training materials to teach federal government administrative officers to calculate and administer employee benefits programs through software
- developed training plans course plans, instructor guides, user manuals

25. Mediation training

- developed training materials for learners and instructors and a brochure for committee effectiveness, and interest-based bargaining for Labour Canada
- developed training plans course plans, instructor guides, user manuals

Public Servant

As a public servant worked in a large department, small department and two central agencies, as well Brooke took a secondment to a labour union and to the United Nations while he was a public servant in Canada.

Brooke has 25 years experience as a public servant,

Chief, Education and Technical Training

Occupational Safety and Health Branch

Labour Canada, Ottawa

August 1983 to February 1995 (11 years, 6 months)

- Specific projects cited below

26. Accident investigation training materials

Occupational Safety and Health Branch

- Developed accident investigation materials in English and French including the award-winning film. *So it Won't Happen Again* by conducting a needs analysis, designing and developing training, preparing instructors manuals and

conducting train the trainer sessions. All work was completed in English and French

- Materials developed with and used in departments across the public service and in the private sector

27. Safety Committee training materials

Occupational Safety and Health Branch

- Developed safety committee training materials in English and French including a video by conducting a needs analysis, designing and developing training, preparing instructors manuals and conducting train the trainer sessions. All work was completed in English and French
- Materials developed with and used in departments across the public service and in the private sector

28. Workplace Hazardous Materials (WHMIS) training materials

Occupational Safety and Health Branch

- Developed WHMIS training materials in English and French including a slide show, a video and publications by conducting a needs analysis, designing and developing training, preparing instructors manuals and conducting train the trainer sessions. All work was completed in English and French
- Materials developed with and used in departments across the public service and in the private sector

29. Established Union Training Program

PIPSC

- seconded to the Professional Institute of the Public Service of Canada
- conducted training needs analysis, designed and developed training materials, conducted train the trainer sessions across Canada
- All work completed in English and French

30. Chief, Training and Development

Labour Canada

- managed the departmental training and development program
- supervised the departmental training section of five developed policies in training and development, and performance appraisals
- designed and delivered a national performance appraisal training program
- managed the implementation of a national training program for labour inspectors, employing several consultants
- Designed and developed training in French and English
- Wrote instructor guides, in English and French for use across Canada
- Conducted training sessions in English and French across Canada
- Managed the Bilingualism program

31. Training Officer

Public Service Commission of Canada

- specialised in management training for multiple departments
- taught staffing, interviewing, performance appraisals, staff relations
- took a six-month secondment and worked in all phases of staffing
- prepared a program of distance education in co-operation with the University of Waterloo
- produced marketing materials
- Designed and developed training in French and English
- Wrote instructor guides, in English and French for use with a cross-section of government departments
- Conducted training sessions in English and French to a cross-section of government departments

Books, Articles, Papers

Brooke is a frequent contributor to leading training publications and conferences as illustrated by the following list of articles, presentations and books.

1. Motivation for the New Year, *Alive Magazine*, January 2009
2. Gratitude at Thanksgiving, *Alive Magazine*, October 2008
3. "Diagnosis: Depression", *Alive Magazine*, April 2008
4. "Looking on the Bright Side", *Alive Magazine*, September, 2007.
5. "Look on the Bright Side", *Alive Magazine*, September 2007
6. "Don't Turn a Blind Eye", *Alive Magazine*, April, 2007.
7. "Mindfulness in Action", *Alive Magazine*, March, 2007.
8. "Create a Brighter Tomorrow", *Alive Magazine*, January, 2007.
9. "Author's Inspiration Comes Along the Pilgrim's Way, Kitchissippi Times, March 23, 2006.
10. "Living True to your Values", *Alive Magazine*, November, 2006.
11. "Moving Beyond Worry, Stress and Fear", *Alive Magazine*, March, 2006.
12. Author Helps People Find Path to Peace, *Orleans Star*, Jan 18, 2006.
13. *Living from the Heart*, Trafford Publishing, September 2005.
14. "Local adventure athlete faces toughest challenge yet" *Ottawa Outdoor Magazine*, Summer/Fall, 2005.
15. "A Cycling Tour through the County", *County Magazine*, Fall, 2004.
16. "An Adventure in Algonquin Park", Unpublished
17. "Laughing Matters", *Alive Magazine*, June, 2005.
18. "Moving Beyond Fear", *Tone Magazine*, March 2005.
19. "Off the Beaten Path", T&D, August, 2004.
20. "Personal Coaching", T&D, November, 2003.
21. "Facing resistance to change: the dark side of your e-learning project", *The Training Report*, April, 2003.
22. "Getting a bigger slice of e-learning pie", *The Training Report*, February, 2003.
23. "Evaluating e-learning", *2003 Pfeiffer Annual, Training*.
24. "How to facilitate e-Learning Courses", 2003 Training Sourcebook.
25. "E-learning Resources", *The Training Report*, November, 2002.
26. "E-learning, Present and Future", Ottawa Distance Learning Group. September, 2002.
27. "Give me high touch before high tech", *The Training Report*, September, 2002.
28. "In Defense of ISD", *The Training Report*, May 2002.

29. "Selecting training to deliver in an e-learning mode", 2002 *Training and Performance Sourcebook*.
30. "Implementing E-learning", 2002 *Pfeiffer Annual, Training*.
31. *ABCs of e-Learning: Reaping the Benefits and Avoiding the Pitfalls*, 256 page book from Jossey-Bass and ASTD, May 2002
32. "Instructing Online" *The Training Report*, August 2001.
33. "What's ahead for trainers?" *The Training Report*, June 2001.
34. *What do you do after management say yes to your e-learning plans?* E-HR Future Show, Disneyland May 7-10, 2001.
35. *A sensible approach to e-learning*, ISPI Conference, San Francisco, April 12, 2001.
36. "A Day in the Life of a Training Director in the New Economy", *Training & Development*, April 2001.
37. "Winning the e-learning race" *The Training Report*, March 2001.
38. "Winning the e-learning race" *E-learning magazine*, February 2001.
39. "Boarding the e-learning express", Pre-conference session, Online Corporate University Week, Palm Harbor, Florida February 4, 2001.
40. "Selecting a learning management system" *The Training Report*, January, 2001.
41. "How to fail at e-learning" *E-learning magazine*, January, 2001.
42. *E-learning: Hype of Hope?* National Consultation on Career Development, Ottawa January 23, 2001
43. "The Training Formula" *The ASTD Training & Performance Yearbook, 2001*.
44. "Championing e-learning", *The 2001 Pfeiffer Annual, Training*.
45. "Getting the most from conferences" *E-learning magazine*, December, 2000.
46. Here comes e-learning: hold on to your hat!!" *Occupational Health and Safety Canada*, December, 2000.
47. "It's a bird. It's a plane. It's informal e-learning on the Web" *The Training Report*, December, 2000.
48. Tips to help decide if your organization is ready for e-learning *The 2001 McGraw-Hill Training and Development Sourcebook*.
49. *An Overview of e-Learning*, presentation to the Ottawa Chapter of ISPI, December 13, 2000.
50. *The 11 faces of e-learning*, presentation to the Ottawa Chapter of OSTD, October 26, 2000.
51. *E-learning for Occupational Safety and Health*, a presentation to the conference of the Industrial Accident Prevention Association, October 24, 2000.
52. "Savouring e-learning" *Linezine.com*, October, 2000.
53. "Motivating Others", *The Consultants Toolkit 2000*, Mel Silberman editor.
54. "Boarding the e-learning express", *The Training Report*, October 2000.
55. "Designing Web-Based Training", by William Horton, a book review for *Training and Development* magazine, September, 2000.
56. *Comparing Technology-Based Training* by Kruse and Keil and *Delivering Digitally* by Inglis, Ling and Joosten, a book review for *Training and Development* magazine, May, 2000.
57. *Estimating the time it will take to develop training*", a paper for the Annual International Conference of the American Society of Training and Development, May 2000.

58. *Using the Internet Smarter and Faster*, Kogan-Page Publications in conjunction with the *Sunday Times*, 120 page book, May 2000.
59. "Getting Results from Technical Training", the *2000 Pfeiffer Annual, Training*.
60. "Four simple questions to get results from training", the *2000 McGraw-Hill Training and Development Sourcebook*.
61. "Online learning" a 55 minute radio phone-in guest, Ontario Today, CBC Radio, November 23, 1999.
62. "Online Learning is on the move" *Ottawa Citizen*, November 8, 1999.
63. "E-Learning: Lessons Learned", a presentation to the ASTD TechKnowledge Conference, September 17, 1999.
64. "The Benefits of Interactive Learning", a presentation to the 50th annual conference of the Canadian Society of Safety Engineering, August 1999.
65. A book review of *Becoming an SAP Consultant*, for *Technical Training* magazine, November/December, 1999.
66. A book review of *How to design self-directed and distance learning programs* for *Technical Training* magazine, September/October, 1999.
67. Book review of *Distance Training*, for *Technical Training* magazine, July/August, 1999.
68. "Web-based Training Books", a book review for *Technical Training* magazine, May/June, 1999.
69. "Good News about Motivation", *Long Term Care*, February/March, 1999.
70. A book review of *Effective Training Strategies: A Comprehensive Guide to Maximizing Learning in Organizations*, by James R. Davis and Adelaide B. Davis, *Training and Development*, February, 1999.
71. "Using the Internet to Identify Training Needs", *The 1999 Pfeiffer Annual, Training*.
72. "How to motivate others", *The 1999 McGraw-Hill Training and Development Sourcebook*.
73. "Soaring in Cyberspace", guest column in the *Ottawa Citizen* High Technology Section, November 2, 1998.
74. "The Training Formula: Calculating The Time It Takes To Craft Leader-Led Training", *Training and Development*, October 1998.
75. *Using the Internet Smarter and Faster at Home at Work and at the Office*, a 170-page book, Crisp Publications, August 1998.
76. "In Defence of Instructional Systems Design", Web site of the American Society of Training and Development, April 1998.
77. "The Elite Instructor", *Occupational Safety and Health Canada*, March 1998, 72-74.
78. "Motivation — using the right tools for the job", *Carswell Joint Health and Safety Committee Newsletter*, March 1998, 4-5.
79. "Responding to Four Writing Challenges", *the 1998 McGraw-Hill Training and Development Sourcebook*.
80. "Training Needs Analysis: A Broad View", the *1998 Pfeiffer Annual, Training*.
81. "Lessons Learned: designing training to teach computer applications", *Performance Improvement*, August 1997.
82. "Designing Training for Mobile Computing", a paper presented at the Annual International Conference of the American Society of Training and Development, May 1997.

83. "Selecting Training Providers", *Occupational Safety and Health Canada*, March 1997, 64-66.
84. "One size does not fit all: Tools for problem solving and decision making, *Carswell Joint Health and Safety Committee Newsletter*, March 1997 6-8.
85. "Writing for the 90's", *Training and Development Magazine*, March 1997, 11-12.
86. "Twelve Steps to Successful Focus Group Meetings", *The 1997 McGraw-Hill Team and Organization Development Sourcebook*. New York: McGraw-Hill.
87. "The Training Alternative: Technically-assisted Training May be the Solution", *Occupational Safety and Health Canada*, Vol. 12, No. 4, July/August 1996.
88. "Ten Steps to Combat Participant Resistance", *The 1996 McGraw-Hill Training and Performance Sourcebook*. New York: McGraw-Hill, 159-160.
89. "Managed Venting", in *Training*, October 1995, 27-28.
90. "Selecting the Best Training Methods", *OH&S Canada Buyers Guide*, Vol. 10, No. 7, January 1995, 66-74.
91. "Selecting Training Methods that Work", a paper presented to the OHS&E '94 conference, October 1994.
92. "Education needs assessment", *Labour Education*, No. 91, 1993/2, pp. 21-24.
93. "Identifying the Education Needs of Union Stewards", *Labour Studies Journal*, Vol. 14, No. 2 Summer 1989, 46-60.
94. "Education needs assessment", *Labour Education*, No. 91, 1993/2, pp. 21-24.
95. "Identifying the Education Needs of Union Stewards", *Labour Studies Journal*, Vol. 14, No. 2 Summer 1989, 46-60.

Brooke has authored or supervised the writing of many publications and brochures as well as the production of 10 professionally produced videos.

Languages

Fluently bilingual (English & French), assessed at the 'exemption' level

Citizenship

Canadian, Swiss, Irish

Education

BA Brock University; BA (hon) Carleton University in Canadian Studies

MA Adult Education; subject: training needs analysis (All course work and thesis completed in French)

Completed coaching training from the Coaches Training Institute

Completed the leadership program of Co-active Space

Completed coaching certification program with the International Coach Federation