



# CAPABILITY STATEMENT

Jonathan Halls & Associates is a training company based in Alexandria, Virginia that offers premium learning and development services to government and business. It was formed in 2009.



## AREAS OF SUBJECT EXPERTISE

We specialize in designing and delivering premium quality learning for organizations and individuals in:

- Communication
- Leadership
- Innovation
- Media

## HOW WE CAN HELP YOU

Jonathan Halls & Associates has the experience and qualifications to provide:

- Instructional design to meet the highest professional standard
- Rapid Learning Design to meet pressing training design needs
- Training delivery following the latest adult learning methodologies
- Virtual delivery through webinars
- Coordination of Large-scale training roll-outs
- Change facilitation

Jonathan Halls & Associates is deeply committed to the development of the global workplace learning profession. We're actively involved in the American Society for Training & Development (ASTD) and participate in a number of their committees. We've also spoken at numerous ASTD conferences.

### RECENT PAST PERFORMANCE

- American Society for Training & Development
- American Psychological Association
- State Department (sub contractor)
- OfficeMax
- United Health
- World Association of Newspapers

### CLASSIFICATION CODES

- 611430 Professional & Management Development Training
- 541611 Administrative Management & General Management Consulting
- 8299 Management Development Training, Professional Development Training
- 8742 Management Consulting Services

## PEOPLE

Jonathan Halls & Associates is led by Jonathan Halls and backed by a team of highly qualified associates around the world who can deliver the learning just about anywhere you need it. Our associates work with us in a teaming arrangement and we are currently extending our faculty of US-based associates.



**Jonathan Halls** is President & Principal of Jonathan Halls & Associates. He was formerly a learning executive at the BBC in London and is currently adjunct faculty at George Washington University. Jonathan was Managing Director of Talkshow Communication Ltd, a London based training firm and moved to the US in January 2009 with his American wife. Jonathan has a Masters and Bachelors in Adult Education. He formerly sat on the Education Committee for ASTD's International Conference and Expo, reviewing proposals to speak on leadership development. He is currently on ASTD's TechKnowledge Committee and is a reviewer for ASTD's BEST Awards which recognize the leading organizations that value learning.

**Madline Finnerty PhD** is an experienced management practitioner and scholar in organizational development. She has 18 years experience as an independent consultant and in excess of 20 years in staff and line management positions in Fortune 500 companies. Dr Finnerty has extensive experience working with organizations helping them to do strategic planning and has a reputation for recognizing and creating teachable moments. She is also an expert in group facilitation and runs a consulting practice based out of Ohio.

**Mhairi Campbell** is a specialist in learning and media. As a former executive at the BBC in London, she was responsible for leading the development of one of the biggest online learning projects in Britain. Ms Campbell has decades experience in both media and education. She currently teaches in higher education and does consulting to organizations on e-learning. Based in London she facilitates our media and instructional design courses.

**Peter Allegretti** is a communication and performance specialist. A former journalist with NBC, BBC and other organizations around the world, who grew up in New York City, Peter now focuses on coaching and helping people in the areas of communication, motivation and personal success. He is accredited in NLP and is a licensed clinical hypnotherapist. Peter works globally but based himself in Barcelona.

## PAST PROJECTS

Large Scale Change Project - designed and delivered re-training for 350 print journalists at The Daily Telegraph in London. The Telegraph was considered the poster pin-up of new media in 2007 winning several media awards.

Medium Scale Change Training Project - Jonathan Halls led a team of trainers to re-train 45 print journalists for IFRA Newsplex at Nottingham Evening Post. We designed and delivered the training component.

Individual Seminars - Jonathan Halls & Associates has developed individual seminars for various organizations around the world. Includes writing seminars for the Media Institute in Romania, Innovation seminars for the Singapore Media Academy and Leadership seminars for newspapers including Primera Hora, Jutarnji list and World Association of Newspapers. Video workshops for OfficeMax, multimedia instructional design for United Health, and Time Management seminar for American Psychological Association.



## New Thinking for a New Era



## EXISTING PROGRAMS

**Innovation Revolution** - (1-day) Creativity techniques to help solve workplace problems & seek innovative solutions to improve work, products & services. Based on the ICE Creativity model.

**Leading Innovation** - (1-day) Helps leaders build an innovative workplace culture, using the ICE model, where staff are feel free to innovate. Builds on our Innovation Revolution workshop

**Intelligent Time Management** - (1-day) Learn to manage your workload efficiently. Pragmatic strategies to cope in an era of increased complexity & pressure that don't involve A,B,C lists.

**Communication Confidence** - (2-days) How to become a phenomenal communicator in today's world using 5 Principles of FC to ensure successful communication in any context.

**Questions You Ask** - (2-days) Drawing on complexity theory to equip participants for leadership in the post-industrial era. It's about focusing on strategic questions a leader asks.

**New supervisor Training** - (2 days) Make the transition from staff member to manager. Covers goal setting, evaluation, feedback, communication, motivation & team dynamics.

**Designing Outstanding Learning** - (2-days) Design learning that works. Drawing on the ADDIE model, we also cover newer evolving ISD approaches to meet rapid learning needs.

**Delivering Outstanding Learning** - (2-days) Facilitation and presentation skills for trainers, using the latest adult learning theories. This course works hand-in-hand with our ISD course.

**Mid Career Program for Training Professionals** - (8xhalf-day modules) Freshen your work & align values to practice. Based on a course developed at the BBC, it's pitched at an MBA level.

**Leading Organizational Change** - (2-days) For managers and change agents. Preparing your organization, create urgency and implement practices that keep staff engaged and on track.

**Writing Learning Video Scripts** - (2-days) Write professional video scripts for your video team that facilitate learning. Covers video psychology, learning theory & the production process.

**Introduction to Multimedia** - (2-days) effectively use audio, video, text and animation on your Web page or Intranet. Explains psychology of great content and the production process.

**Creating Video with Low end Equipment** - (2-days) use professional video techniques to create quality video using non-professional cameras and editing gear & not compromise quality.

**Introduction to Podcasting** - (2-days) how to make studio quality podcasts people want to listen to. Includes media psychology & pro techniques to make content fast, cheap & effectively.

**Website Writing** - (2-days) How to write web content people want to read. Includes emerging web grammar, SEO and the latest research on how to organize content so it's easy to find.