



JACK MORTON

TRAINING

Meet Jack Morton Experiential Training

People learn by doing. We create training experiences that move adult audiences from awareness and commitment to understanding and action.

Jack Morton's Training team of instructional strategists and designers work closely with our creative and account teams to create and implement across many formats including instructor led training (ILT), eLearning and blended solutions.

Our adult learning solutions address a range of needs, including internal employee engagement, brand immersion, product or sales training, skills training, compliance, on-boarding, software, leadership and management.

How we do it (The ADDIE Model)

- Analyze. Research and identify the current state and document desired outcome.
- Design. Establish the learning architecture.
- Develop. Create learning content and associated delivery materials.
- Implement. Deliver and assist in execution of the learning program.
- Evaluate. Measure effectiveness, identify strengths, and establish areas needing improvements.

Our 7 Truths:

1. Training starts and ends with the audience
2. Measure it
3. Make it memorable
4. Make it engaging
5. Keep it simple
6. Customize it
7. Real-time training can be virtual



HP
OneVoice
Training

Ericsson
eLearning
Compliance
Training

IPG
TASL (The Arts
& Sciences of
Learning)

eBay
eBay Live!

Nokia
NSeries
Adventures

Offerings

- Brand training
- Product and sales
- Leadership and management
- On-boarding
- Compliance and certification
- Software and systems



Contact information

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