



Instructor Summit

ALIGNMENT

—
Optimizing Learning
and Improving the
Customer Experience

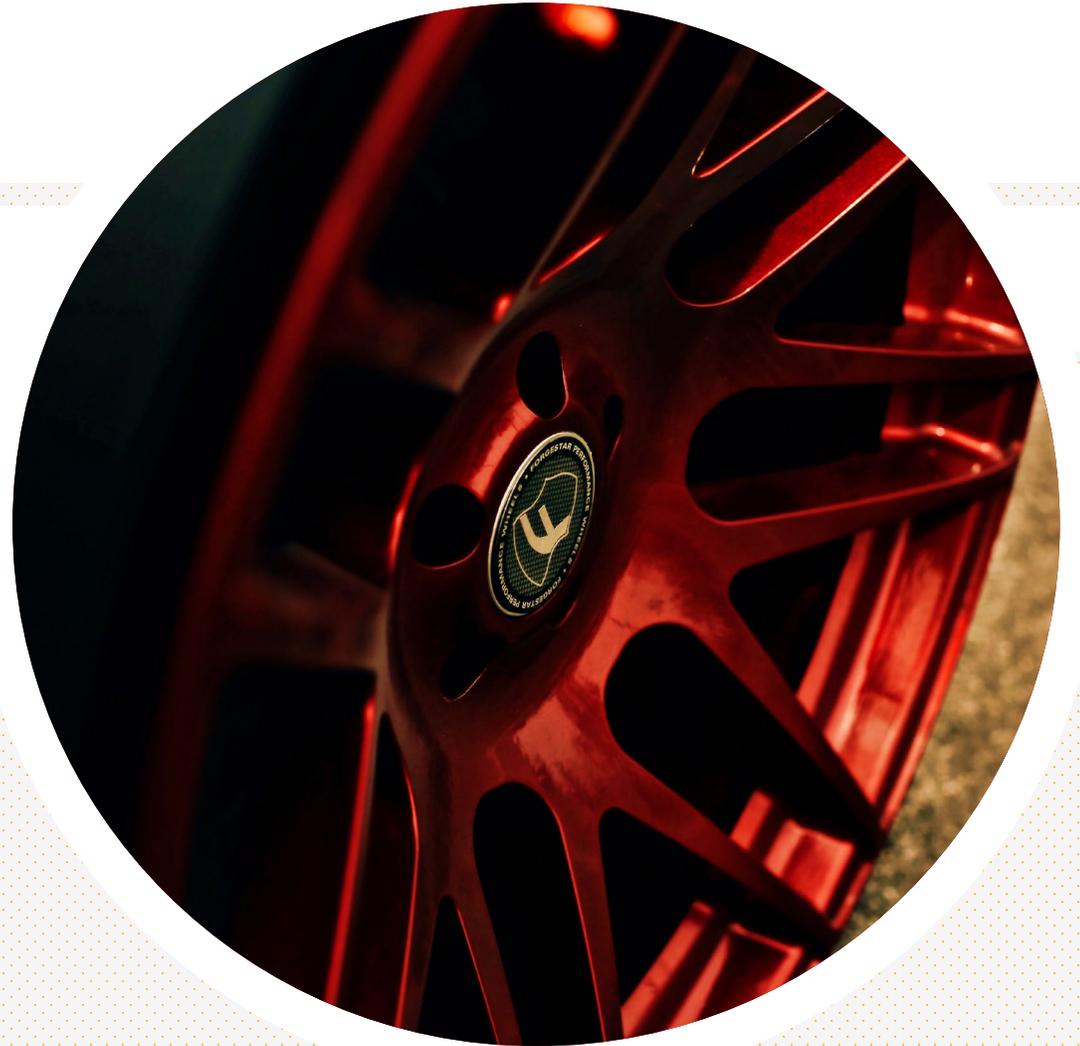
February 22-23, 2020



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▶ **ALIGNMENT**

The Concept



Alignment: A Working Definition

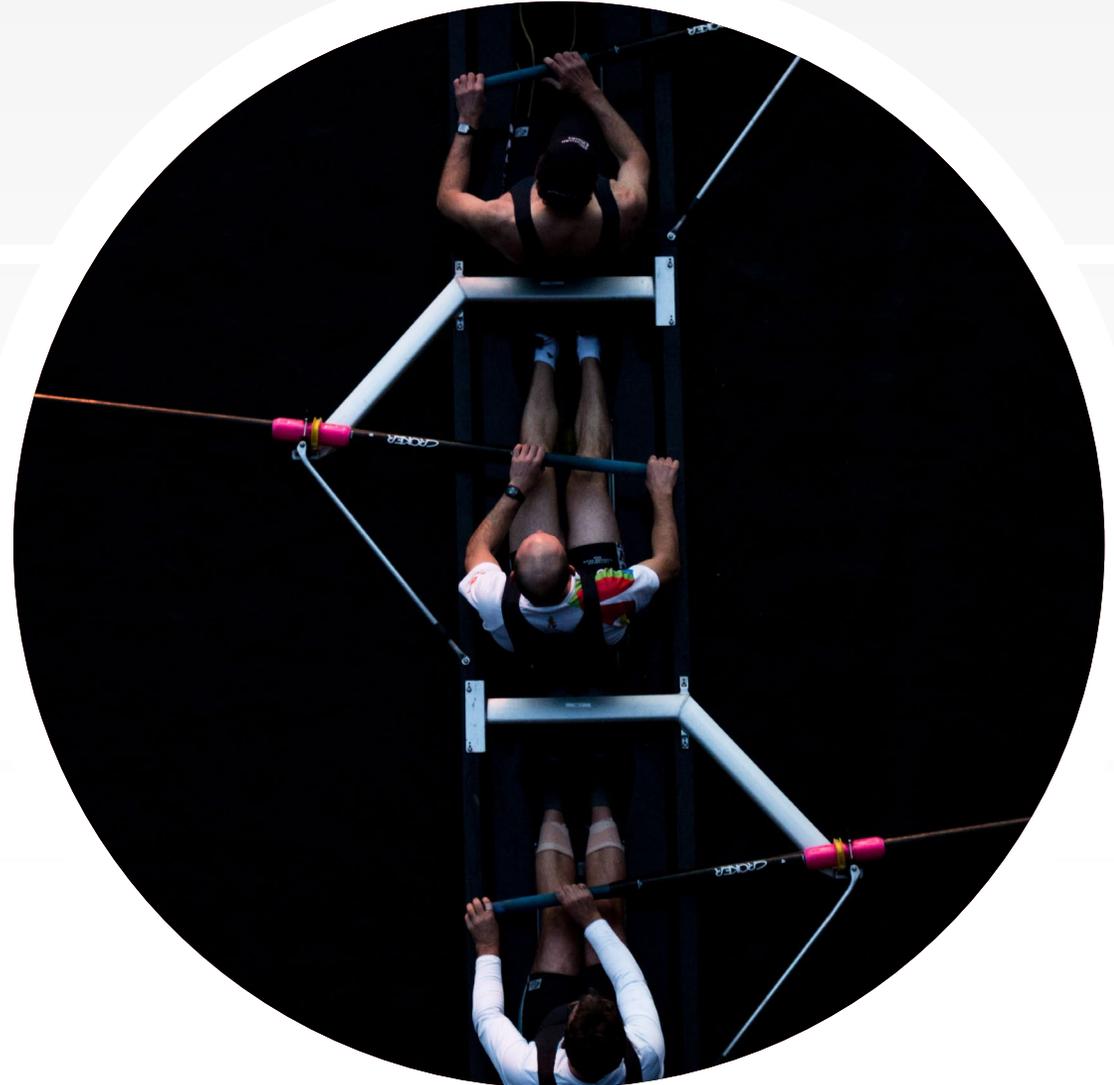
- Organizing the *intermittent* learning experiences of individuals and/or groups *towards* common objectives
- The Goal: to optimize learning and unify the customer experience





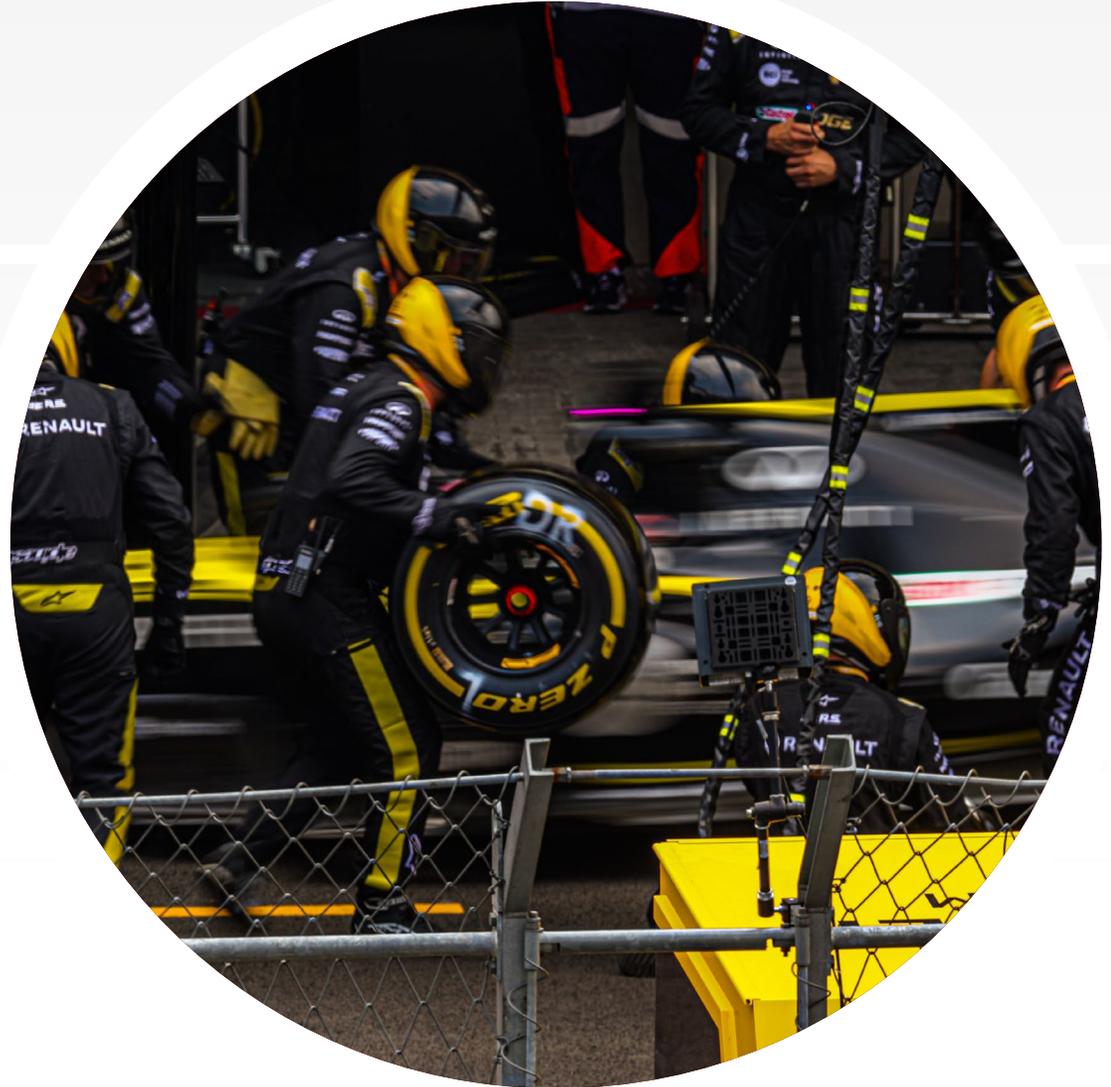
Precedents

- Most high-level organizations come to realize the need for alignment in activities
- College Education: Virtually all programs have a *curriculum*
 - Not simply a collection of topics taught without thought to order or unity
 - These are *coordinated* plans



Alignment Requires Leadership

- Leadership = Responsibility
- Learner-Focused Mindset
 - Success is measured in the student's growth
 - *We win when they win*
- Lesson's from the best:
a pro-coach's story





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▶ **ALIGNMENT in ACTION**

- In-Car Instructors
- Classroom Instructors
- Chief Instructors

In-car Instructors: The Individual Perspective

- The In-car Download
- Explaining the Line Through a Corner
- Getting Your Driver to Stop Coasting Before Braking



In-car Instructors: The Individual Perspective

- The In-car Download
- Alignment Across the Spectrum
 - In a Well-Aligned *Organization*
 - In a Non-Aligned *Organization*



In-car Instructors: The Individual Perspective

A L I G N E D E F F O R T



Understanding



Practicing



Reflecting

In-car Instructors: The Individual Perspective

- The In-car Download
- Explaining the Line Through a Corner
- Getting Your Driver to Stop Coasting Before Braking



Classroom Instructors: The Group Perspective

- Explaining Passing Protocols
- Explaining Flags
- Explaining the Cornering Sequence



Classroom Instructors: The Group Perspective

- Explaining Passing Protocols
- What's On Your Invite?
 - “*Billy Bob Rubeck, you are cordially invited...*”
 - “*Billy Bob Rubeck +1, you are cordially invited...*”



Classroom Instructors: The Group Perspective

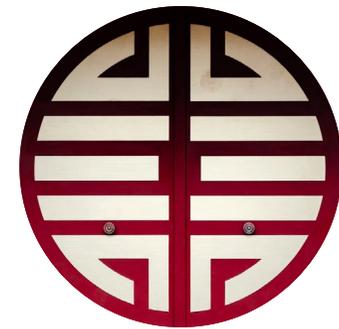
A L I G N E D C O N T E N T



Theory



Practice



Reinforcement

Classroom Instructors: The Group Perspective

- Explaining Passing Protocols
- Explaining Flags
- Explaining the Cornering Sequence



Chief Instructors: The Organizational Perspective

- Pairing Drivers with Instructors
- Organizing Tech Inspection
- Running the Morning Meeting
- Finding/Selecting In-Car Instructors



Chief Instructors: The Organizational Perspective

- Pairing Drivers with Instructors
- Pair *Before* the Event
 - Enhanced Customer Experience
 - Improve Instructor Rapport and Authority
 - Improve Safety



Chief Instructors: The Organizational Perspective

A L I G N E D O R G A N I Z A T I O N



Goals



Execution Plan



Implementation

Chief Instructors: The Organizational Perspective

- Pairing Drivers with Instructors
- Organizing Tech Inspection
- Running the Morning Meeting
- Finding/Selecting In-Car Instructors





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▶ ALIGNMENT WORKSHOP

Small Group Work



Working on Alignment *Within* Your Organization

- Select one or more questions to address
- Consider what *first steps* you can take on the challenge
- Share thoughts at your table
- Pick a group speaker to present



Group Speakers Report Back!

- ID which questions your group addressed
- Share your table's ideas
- Share your table's continuing Q's
- Remember: **YOU** are *the agents of change!*



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THANK YOU!



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