



THE CAP METHOD

Your Formula for Creating
Winning Training Results
That Last

Let's face it. We are living in an age where information is coming at us in all shapes and sizes every minute of every day. A recent university study revealed that every person is receiving the informational equivalent of 174 newspapers per day! Can you believe that?! It's a deluge—an information tsunami—and it's not stopping anytime soon.

While everything you want to know is available at the click of the button, that instant access comes at a cost for companies who are trying to capture their customers' attention. People are simply overwhelmed with information and not doing anything with it.

In order to be successful today, you must provide your audience with content that is relevant and useful to them. Your message must stand out from everything else that's available in a way that's helping them fulfill a need or solve a problem quickly, effectively and permanently.

There are three elements your content, training or product must have to be effective:

1 Your Perspective:

How you use your unique background to shed new light on your customers' problems, as well as how they can learn from it to get the same or better results faster, with fewer missteps.

2 Your Ability to Structure and Package Your Content So They Can Use It:

How well you're able to explain and demonstrate concepts in a step-by-step format they can consume in a way so they can apply what they're learning.

3 Your Ability to Humanize It:

The level of empathy, compassion and connection you're able to convey and bring out the best in them in the process.

Unless your content is structured, delivered and available for people in a format that they can use to produce results, it becomes a burden, not a benefit.

That's where the CAP Method comes in. The CAP Method, incorporating my experiences in the corporate world, academia and the personal development space, is something I developed to provide businesses with the needed structure, ROI discipline and motivation for their customers to maximize their results and impact.

The CAP method draws on a precise combination of the best practices from the three mainstays of training and development:

Corporate Perspective

Drives ROI, one that suits your bottom line

Academic Perspective

Drives content structure, consumable curriculum that's engaging

Personal Development Perspective

Drives empowerment to follow through and makes the intangible real

Each of these types of training has incredible benefits. But in isolation, each has its limitations.

When working together, however, there's an integrated synergy that provides accelerated learning and momentum for achieving results that last.

What Drives the CAP Method

Traditional Education (Academia) Provides Structure to Learn

My mother was a piano teacher, so music has been in my blood since I was a little girl. Music is very structured. Think about if you listened to music without a beat or a rhythm. You wouldn't be able to follow it and couldn't appreciate the music.

Structure has a disciplined approach and provides for consistent learning habits. My belief is that once the structure falls out of something, people can't follow it. Without structure, everything else falls apart.

That's what happens with so many training programs. There is no structure, or the structure isn't clear or it's missing a couple pieces so the person who bought it from you never really gets it. The simple reality is, someone is often teaching something that can be summarized in 20-30 minutes but, instead, they stretch it out, creating a bulky training course their students can't follow.

The solution for having a compelling structure comes from traditional education. The curriculum is structured, it follows a step-by-step format, it can be easily measured and the pace of learning is the same for everyone.

You have to have a great **construct** to be successful with your content.



Construct: something formulated or built systematically; a way of making sense of information by putting together pieces in a logical way.

Creating a construct for your content means building a frame around it—a way to structure the elements in a way that makes sense.

2 Types of Content Constructs

- 1 Each *individual* piece of content needs to have a framework—the elements in that piece should come together in a way that makes sense.
- 2 Just as your business has a connected framework of products, tools and ideologies, all of your *collective* content should also fit together as one connected construct. Your company's voice needs to be consistent with every customer or potential customer's interaction. That similarity will accelerate familiarity and thus forge relationships and trust with what you are conveying or selling.

Personal Development Provides Motivation to Follow Through

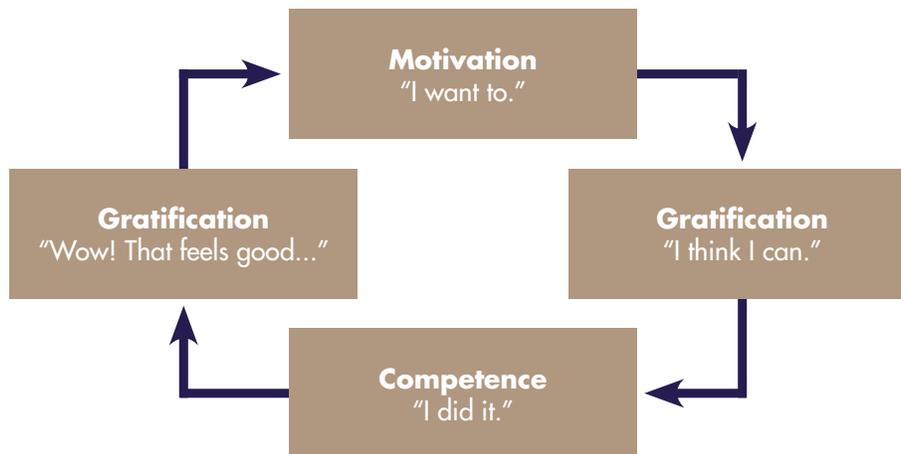
At the core of your content strategy, there needs to be a framework for learning and a keen understanding of how your audience takes in information and how to maximize their understanding, implementation and results. It's not enough just to provide the content, even when it acts as a solution to their problem. You **must present those solutions in a way that they feel empowered to follow through.**

The Goal of Content

The goal of your content is to provide tools that:

- Help people bring out the best in themselves
- Empower them with the dignity, knowledge and ability to master a skill
- Increase their performance
- Support their growth in any area of their lives that's meaningful to them

There are four ways you can be emotionally involved in your audience's learning process and spark their drive to learn and follow through:



- 1 **Motivation.** You want your audience saying, “I want to do it.” In order for your audience to learn, they have to *want* to learn. Help your customers tap into their own internal motivation—the place inside of them that wants to build their knowledge and learn new skills.
- 2 **Confidence.** You want your audience saying, “I can do it.” Your customers also have to believe that they *can* learn. It’s never fun to try something that you don’t believe you can do well. Step by step, build up your audience’s confidence so they will stay excited and motivated to follow through and keep taking action. This continued action will develop step 3...
- 3 **Competence.** You want your audience saying, “I’m good at this.” Your audience also needs to see evidence of their progress in order to believe that it’s truly working. This doesn’t mean everything they implement has to work perfectly, but they should be getting results that prove their hard work has been *worth it*. Give them reasonable direction and coaching so they develop this competence. These results will lead to step 4...
- 4 **Gratification.** You want your audience saying, “This is fun.” We all need to feel the rewards of our efforts, and your audience is no different. Most of us live such fast-paced lives that we don’t take the time to enjoy what we have earned, no matter what field we’re in. Give this gift to your prospects and customers. Validate their wins and help them celebrate to motivate them to keep succeeding, and that cycle will continue.

Why doesn’t traditional educational learning have the same impact? While they have the structure, they haven’t captured the emotion and the hook that empowers us to want to implement what we’ve learned. We pay attention to things we’re interested in or have an emotional connection. All the education in the world, no matter how good, will not mean anything unless there is a powerful emotional connection.

Corporate Perspective Drives Our ROI Discipline

Remember in the mid-1990s, at the dawn of the electronic age, when people were talking about how more efficient our lives were going to become? I remember thinking I would be able to get more done in less time. Looking back, that certainly was a silly thing to think. I don't know about you, but there are some days I feel busier than ever before.

We all have too much to do and not enough time to do it. Needless to say, our decisions about where we spend our time are critical. There has to be a return on investment for how we are spending our time. The solution is to make sure that your content, training or product has a high relevancy quotient.

It's not enough just to be interesting. Your content needs to meet one of three specific criteria for it to even be consumed and acted upon:

1 Personal Relevance

This comes when you're providing information or content that's a direct hit for the things your audience cares about right now, in the moment. It solves or achieves something they want right now.

2 Time Relevance

You must reach your audience at a time that is meaningful to them. If you're selling a seasonal product, such as barbecue grills, for example, you wouldn't want to spend a majority of advertising budget in December. Even a small detail like the timing of when an email hits a customer's inbox matters.

3 Context Relevance

Context relevance means putting something out in a context that makes sense. For example, when you run into someone who you haven't seen in a long time—perhaps at the grocery store—and they say, “Hi, how are you doing? It's so great to see you,” but you can't remember where or when you met the person, it's because you met them in a totally different context. Maybe you met them at a networking event for work, but when you see them in the grocery store, it's a different environment, so it's harder to remember. Context relevance is achieved when you put the right content out in the right channel.

Relevance is just one measurement of content ROI, but it's an important one. Information is not enough; it has to be acted upon to produce the measurable results your audience is looking for.

Did you know that over 86% of adult learners are kinesthetic learners? The most powerful content incorporates exercises and actions that will allow customers to experience and use the information themselves.

Summary: The 3 Types of Training & Education

	Traditional Education	Corporate Training	Personal Development
Focus:	Theory	Application	Motivation
Regulation:	High	Situational	Low
Curriculum:	Structured	Results-Oriented	Unstructured
Measurement:	Grades	Productivity / performance What's the ROI?	Self-regulated
Pace:	Must match state standards for curriculum and requires the same learning pace for everyone.	Focus is rapid implementation.	Self-motivated pace with flexible timing.
Benefits:	Clear course design, consistent performance standards. Disciplined approach. Encourages consistent learning habits.	Highly practical, hands-on learning. Simulation experiences, action oriented learning. Produces direct and specific results.	Ties in emotional aspects of learning and practical application. More active learning approach.
Limitations:	Tends to be a "one-size-fits-all" approach to learning. More passive learning approach. More theoretical than practical.	Doesn't deal with holistic aspects of person's life. Simplistic motivation system of carrot and stick.	Lacks quality control, regulation and consistency. There are rarely external incentives to follow through.

Making a Case for the CAP Method

Each element of the CAP Method—corporate, academic, personal development— has its benefits and do generate results independent of each other. But each will only get you so far. What I’ve learned is that by integrating the three models and applying certain elements depending on the business challenge, the end result will take you farther.

Here are two case studies that showcase how the CAP Method was used to drive results:

WIN #1

Reduced Refund Rate by 300%

Working with a leading marketing company that was ranked on the 2017 Inc. 500 list and named one of the fastest-growing companies in Texas, I was asked to help reduce the refund rate for one of its best-selling products.

Challenge:

Original course had a 21% refund rate (on a \$2,000 offer).

CAP Method Solutions Implemented:

- Simplified the curriculum into 3 main modules and 3 steps within each module (3x3 format) so there’s one clear curriculum for everyone. Previously, the company had 3 levels and customers could self-select which level they were in, which created confusion, and customers didn’t know how to evaluate where they were in the levels. (Academic)
- Added “Easter eggs” throughout the course so people could unlock new content and bonuses as they made progress. (Personal Development)
- Simplified and restructured the community element so people could share their wins, get help on their challenges, engage in contests. (Personal Development)

Results:

The new course I developed using the CAP Method had a 6.8% refund rate on the relaunch, a 300% reduction. Also, the number of people who completed the course and implemented the training significantly increased.

WIN #2

Capacity to Create Training Programs Nearly Doubles

Working with a world-renowned life coach and spiritual author, I was asked to create a better flow of course offerings and design a system to make it clear how all these offerings fit together to create a more cohesive customer experience.

Challenge:

No clear structure for all of the courses offered, which created a muddy marketing message and confused the customer experience.

CAP Method Solutions Implemented:

- Streamlined product flow and created a clear client path that was put in writing for customers. (Academic)
- Added PDF summaries to many programs that were just on video or audio so customers were supported in implementing the materials. (Academic)
- Created an internal glossary/company dictionary so there was naming consistency across products and events. (Academic/Corporate)
- Implemented written Standard Operating Principles for content development and training delivery for scale. (Corporate)
- Created and filled new Program Director role to ensure consistent delivery of courses and trainings that could be managed more efficiently and effectively. (Corporate)

Results:

Program Director is still in place nearly four years later and the company has seen an increase in enrollments as it has nearly doubled its capacity to build and support training programs.

Your CAP Method Diagnostic

Is your content, training or product relevant and useful to your audience? Is it standing out from the clutter? Is it solving your customers' problems? This is a checklist of 10 questions that meet the criteria of the CAP Method. Feel free to use it as a guide.

- 1** Is there a direct payoff for the result your customer wants to achieve?
- 2** Is it structured?
- 3** Is it clear and compelling?
- 4** Is it personal and connected to them?
- 5** Is it actionable?
- 6** Is it thought-provoking? Will it drive a conversation at the dinner table?
- 7** Is there a “golden thread” that ties things together under one common outcome or theme?
- 8** Is it congruent (consistent with their and your outcomes for them, and with the company's brand values)?
- 9** Is it simple to understand and easy to implement?
- 10** Is it measurable (by them and by you) in terms of the results they achieve, so they can be reinforced and continually improved upon?

About Pam Hendrickson

Pam Hendrickson has worked directly with the top brands in the personal and professional development industry for 25 years. During that time, she served as the executive Vice President of Content Development at Robbins Research International, Inc., where she collaborated directly with renowned author, business strategist and speaker Anthony Robbins to create and deliver dozens of high-end products, live events and coaching programs. She also served as the Vice President of Marketing, where she combined her content skills with strategic thinking and marketing to help build the Robbins brand and expand its impact.



Since that time, Pam has consulted directly with top CEOs, growth-stage companies and entrepreneurs to produce content, products and training programs that elevate businesses to the next level. Pam also recently consulted for SUCCESS Academy, a division of SUCCESS magazine, on several high-end content and online training projects.

As a *magna cum laude* graduate of Brown University, Pam honed her critical thinking skills, scientific protocol rigor and meticulous attention to detail, all of which enhance the integrity of her current work. By leveraging her psychology major and collegiate minors in economics and music, Pam infuses artistic and emotional elements into both new business promotions and the content she creates, attracting and motivating potential customers to take positive action.

Pam is the best-selling author of *The Art of Impact: How to Use Content the Right Way to Build Your Brand, Grow Your Business and Make a Difference* as well as *Make, Market, Launch IT: The Ultimate Product Creation System for Turning Your Ideas into Income* (co-authored with her colleague Mike Koenigs). Pam is also a multiple-time Bronze Stevie® Award Winner for Female Entrepreneur of the Year and Woman of the Year.

Pam lives in San Diego, CA with her husband and two sons.

Connect with Pam

Discover how the CAP Method can help generate lasting results for your company or project. Go to PamHendrickson.com/CAPMethod to get started today.