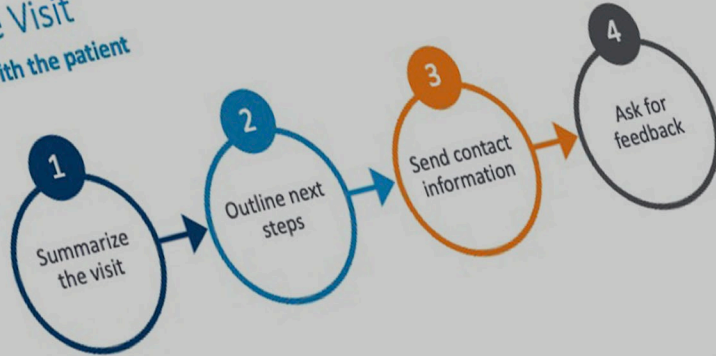


After the Visit
Follow up with the patient



INSTRUCTIONAL DESIGN:

THE KEY TO TRAINING WITH IMPACT

Reingold is an award-winning, full-service communications agency with expertise in developing engaging and impactful instructional design (ID) solutions. ID is the systematic creation of learning experiences that facilitate attainment and application of knowledge and skills.

Our ID expertise helps organizations cultivate a motivated workforce, advance knowledge and best practices, and operate more efficiently.

ID is the secret sauce in creating training content that doesn't just go in one ear and out the other.

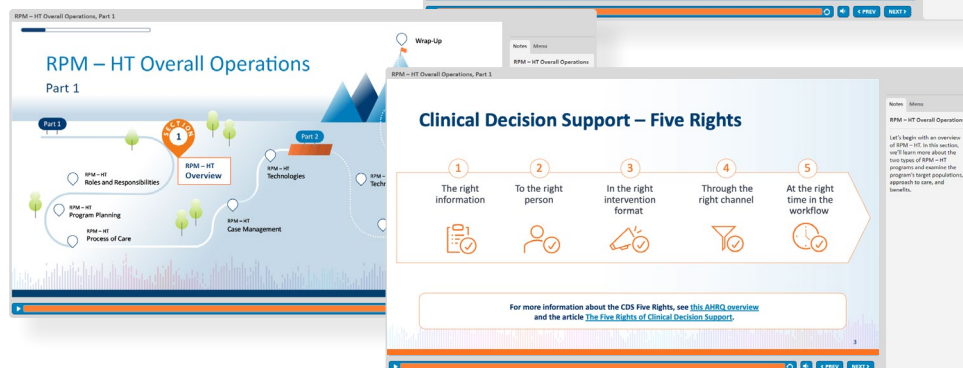
Customized Training Programs

Reingold's experts in strategic use of learning management systems, curriculum development, graphic design, and data analysis and evaluation understand the nuances of creating transformative learning products.

Our training programs improve learner practices, achieve measurable outcomes, and facilitate organizational change.

Learning Experiences and Products

- eLearning courses
- Instructor-led training
- Workshops and webinars
- On-the-job and experiential learning
- Manuals, booklets, and job aids
- Instructional videos and simulations



Producing Measurable Results

We work closely with our clients' subject matter experts to create relevant, accurate curricula aligned with well-defined business goals.

We collect and analyze data throughout our process to ensure that the learning experience strengthens your workforce.

"This course is essential to the work I do with Veterans."

93.8% learner satisfaction rate for a 2021 course

94.9% of trainees would recommend a program

Statistics and quote taken from a client's annual report.

We built our ID practice on evidence-based principles and adult learning theories developed over 90 years.

ID Foundational Principles

- The ADDIE Model of Instructional Design
- Mayer's 12 Principles of Multimedia Learning
- The Science of Learning (Cognitive Neuroscience and Cognitive Psychology)
- Kirkpatrick Model of Evaluation
- Phillips ROI Model (the 5 Levels of Training Evaluation)



The Reingold Difference

- **Comprehensive training programs** that increase learners' knowledge and strengthen change management.
- **300+ employees**, including communications, user experience, web design, and training specialists.
- **150+ awards** in the past five years for strategy, creative development, and campaign efficacy.
- **Agile development** expertise to create products to specifications, when needed, and within budget.
- **100+** nonprofits and association success stories about navigating change.

**From ID to design, we
create transformative
learning products.**

We're on a Mission.
YOURS.

Contact Us

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