Introduction (10 pts)  
Overview – OK opening paragraph but I’d like to see more substance in your overview of the content of the program.

general goals – Very thin on what the general purpose of the program is. Too implicit.

collection to effectiveness – Pretty good “argument” in favor of the value of your program. Nice use of support material/sources. Could be better organized. Good ending paragraph.

Market Potential (10 pts)  
client type – Nice rational for selecting potential trainees. Thin on client types, esp. as linked to selling the program. A more “visual” description of the trainees would be good.

marketing concept – Very good, thoughtful, well organized set of key marketing ideas (USPs). Good use of sources for support. Not much on specific sales strategies though.

Program Outline (30 pts)  
overall content – A pretty comprehensive approach to basic conflict management content. Stronger on knowledge than on skill and application though. Somewhere (probably in module “descriptions” and in “methods”) I’d like to see more emphasis on application in the workplace!!


training methods - variety, quality, link to objectives – Nice mix of activities and good ideas on ways to make trainees active.

Modules 3 and 4 seem weakest in connecting to the general goals/benefits of your program. Module 5 doesn’t appear to have enough skill practice to be effective. Module 8 seems like a Good wind up for the program.

Evaluation (5 pts)  
Pretty good evaluation plan. One minute form might be more open ended.. Add detail on follow up meetings.

Bibliography, Appendixes, etc. (5 pts)  
Pretty thin on sources, I think. Nice materials in the training manual (including the idea to Put objectives on the handouts).

Total 54
GRADE A