



4MAT Mastering Training Design

For those who care about learning, development and leadership

Course Overview

4MAT Mastering Training Design – is an internationally recognized training programme used worldwide by people who work professionally with learning, development and leadership.

4MAT – a natural learning cycle

4MAT is a highly validated and world renowned learning and communication tool, developed from a holistic perspective and based on essential human differences regarding how we perceive, process, understand and pass on information. In other words – 4MAT is a method for helping anyone learn anything! It has been used in thousands of teaching settings for over 40 years – both in schools and business.

Understanding how people and organizations grow

4MAT is a framework for understanding the way people and organizations learn, communicate and evolve. It provides a common language for understanding the way individuals and groups move through the process of experiencing, assimilating, acting upon and integrating knowledge.

Typology and process method – integrated

The basic framework of 4MAT consists of a process method, visualized by an 8-step process wheel – and a typology based on four basic learning styles – both deeply integrated in each other – and interconnected with highly valuable brain science insights.

Renown theories – combined into a natural cycle

The 4MAT method is developed based on a number of renown theories on human psychology, learning and brain science. The uniqueness of 4MAT springs from the way these theories are merged and connected into a natural cycle of learning, that ensures understanding of the core elements of learning and communication.

Successful learning and communication

The purpose of 4MAT is to create and deepen insight regarding learning and communication. You will gain essential insight on individual differences, strengthen your understanding of successful communication and learn how to create more successful learning environments.





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Objectives

During the training the participants will gain insight into:

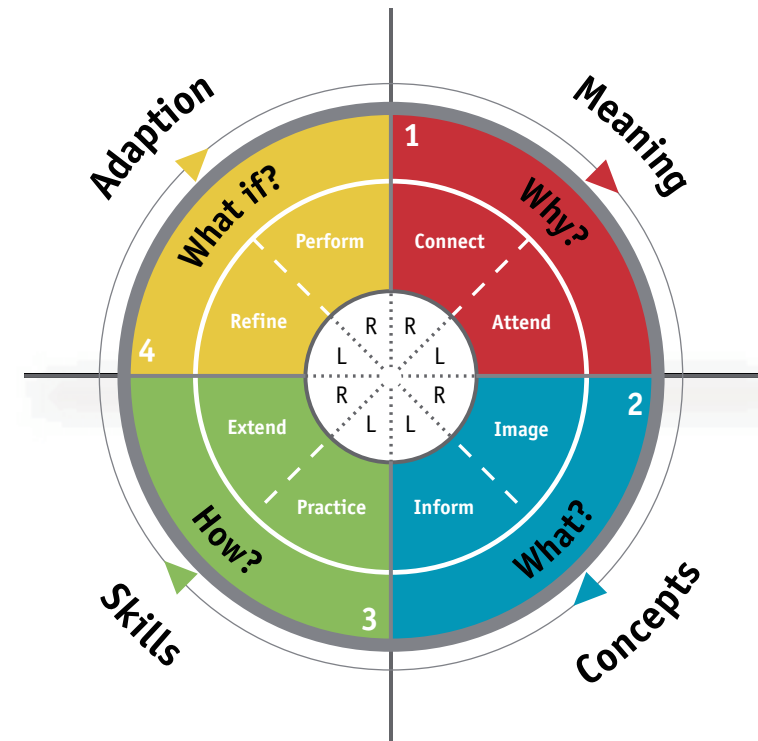
- Diversity – we all learn different
- The 4 learning styles
- Brain preferences
- Significant concepts
- Using models as framework
- The natural learning cycle
- Designing programs, training, meetings, public speaking and communication in general following the 4MAT model

Key Benefits

- Understand and design communication following the 4MAT model
- Be able to use a shared language for learning and communication
- Use the title 4MAT Master and 4MAT Consultant
- Carry the international well known certificate 4MAT Mastering Training Design
- Join the huge network of professional consultants, trainers, teachers, leaders and more, who use 4MAT
- Rights to buy and use 4MAT profiles – LTM learning style, HMI brain preferences, LBI leadership and SLP students learning style

Who should attend

This basic 4MAT training is for HR employees, project leaders and people who wants to explore a unique learning process and model for communication.





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Founder, trainer and references

Dr. Bernice McCarthy (USA) developed the first basic structure of the 4MAT system in the late 1970s. Since then, the method has systematically and continuously been used, developed and linked to the newest research in the field.

CEO & Trainer Hanne Houbak (Denmark) is preferred 4MAT training partner in Europe. She has trained several professional and high skilled people. She also does public speaking and is author of a Danish bestseller book based on 4MAT. [You find her on LinkedIn here.](#)

4MAT is used in schools and universities all over the world. Many worldwide organisations use 4MAT e.g. Grundfos, Danfoss, Vestas, Lundbeck, Aveda and more.

See more on: www.4mat.eu

Participants Selection Criteria

The 15 ideal candidates will be employees in the private sector – middle management – e.g. HR employees or projectleaders. Candidates will be proficient in English and interested in working with learning and communication. Participants must be committed to applying what they have learned in the workplace.

Location

Millennium Hotel & Convention Centre Kuwait

Date / Time

Sunday, October 25 – Tuesday October 27, 2015
9:00 am – 3:00 pm
with morning, lunch and afternoon breaks.

Registration

Online through [this link](#)

Contact Information

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CEO & Trainer Hanne Houbak

