

Lorraine McCrossan | Ready-To-Use Courses

Ready to propel your team's skills?

Email: lorraine@lorrainemccrossan.com

RETHINK THE USUAL

Creative Thinking at Work

Status quo called. We're not answering. We've got ideas.

In a world that demands fresh thinking, creativity is a must-have skill. This high-impact interactive course helps participants spot and overcome common creativity blockers, use creative tools to solve problems, and collaborate in new ways. They'll build habits that spark ideas, encourage innovation, and turn creativity into a daily mindset. Participants will walk away with practical strategies to boost creativity and help build a more inventive, future-ready workplace.

Highlights

- Ready-to-launch half-day course with practical, results-driven content
- Available in multiple training formats: instructor-led (ILT), virtual instructor-led (VILT), or eLearning
- Flexible for how you train—I provide the course, you lead the learning
- I train you how to run it and give you everything you need to succeed
- One all-inclusive price—no licensing, no per-participant fees—just a single purchase for unlimited use within your organization

What's Included

Instructor-Led Training (ILT)

\$9500

- 4-hour in-person session that your trainers conduct, with the option to break into shorter modules
- 3-hour train-the-trainer and Q&A session for your internal trainer(s)
- Comprehensive trainer resource package for your trainers: PowerPoint deck, trainer guide, participant workbook, and supporting handouts
- Unlimited delivery and use within your organization

Virtual Instructor-Led Training (VILT)

\$9500

- 4-hour live online session that your trainers conduct, with the option to break into shorter modules
- 3-hour train-the-trainer and Q&A session for your internal trainer(s)
- Comprehensive trainer resource package for your trainers: PowerPoint deck, trainer guide, participant materials
- Unlimited delivery and use within your organization

eLearning

\$5000

- Self-paced online course, organized into short modules
- SCORM-compliant files for you to easily upload to your LMS OR web-ready modules for you to share directly with learners
- Downloadable resources for the learner to enhance retention and on-the-job application
- Unlimited use within your organization

Optional Add-Ons

- Customization (e.g., branding, scenario tailoring): \$500–\$1,500
- Refresher training (for new trainers): \$250

Bio

Imagine launching a course that immerses people in learning, ignites discovery, boosts retention, and equips them to apply what they've learned on the job with confidence and enthusiasm. I design courses that do exactly that.

I am a Senior Instructional Designer based in Plano, Texas with over **20 years** of experience on both sides of the learning experience—**designing** courses and standing in front of the room **delivering** them. Each role informs the other and I use that insight for every course I design.

I have designed instructor-led (ILT), virtual instructor-led (VILT), and eLearning courses for **hundreds of clients** and led train-the-trainer programs to ensure confident, consistent delivery. My work spans a wide range of:

- **Industries:** hospitality, financial services, banking, military, airline, retail, consulting, quick service restaurants, telecom, technology, construction, energy, insurance, healthcare, and pharmaceuticals
- **Departments:** operations, HR, engineering, sales, marketing, and customer service
- **Roles:** executives, leaders, new managers, supervisors, and high-potentials
- **Content areas:** leadership, communication, difficult conversations, feedback, accountability, teamwork, resilience, influence, creativity, and facilitator skills

I have also **facilitated more than 1000 client training sessions** for groups of 3 to 3000 participants.

With this **dual lens** of design and facilitation, I understand what works, why it works, and how to make it stick. Rather than relying on generic activities, my courses include intentionally designed learning activities that are engaging without being gimmicky, reflective without being heavy, and practical enough to use the very next day. This has resulted in consistently **high feedback scores** and **over 90% repeat business** with client stakeholders.

And why should a great course ever be difficult to deliver? That's why I make my courses **easy to train**. Trainers always appreciate my care in providing clear, logical, easy-to-use resources. Your trainers will understand not just the content, but the "why" behind it, so they feel confident and excited to run the course.

I design courses that improve on-the-job performance and are easy to deliver. And I enjoy every minute of it!