

AMTC CURRICULUM DESCRIPTION

AMTC classes run for three hours and are organized into the following parts:

Topic	Suggested Time
• Skill reinforcement and discussion of assignments due, such as Action Project, reading, or competency checkups	30 minutes
• Presentation and discussion of today's ideas, methods, and skills	60 minutes
• Skill development through role modeling and role-play	75 minutes
• Assignment of Action Project or reading	15 minutes

Outlined below are the curriculum subjects covered in each of the AMTC class sessions.

SESSION	TITLE	DESCRIPTION
1	Orientation	An introduction to course content, procedures, and objectives, as well as confirming student's intentions to successfully fulfill course completion requirements
PLANNING		
2	Culture, Mission, Philosophy, and Planning	Identifying the unit/agency culture, developing a mission and philosophy, and implementing a planning process
3	Annual Planning and Individual Annual Reviews	How to create an overall annual plan directed toward achieving defined goals and objectives, and developing skill in helping agents review performance and plan future goals and objectives

SESSION	TITLE	DESCRIPTION
RECRUITING		
4	Creating an Agent Referral System	How to develop a recruiting plan and implement the use of an agent referral system as a key recruiting skill
5	Recruiting Through Warm Nominators	How to use people students already know well to obtain the names of recruits
6	Recruiting Through Cultivating Nominators and Personal Activity	Helps a manager develop people who are known casually into valued sources of recruits' names and identifies more opportunities for a manager to recruit through personal contact
7	First Contact With Recruits	Creates a recruiting system and demonstrates how to use the three methods of initiating contact with a candidate
8	Other Recruiting Methods	Discussion and explanation of how to recruit using other techniques such as advertising, employment agencies, seminars, campus recruiting, and recruiting specialists

SESSION	TITLE	DESCRIPTION
SELECTION		
9	The Initial Office Visit	An overview of selection principles and procedures, as well as how to prepare for and conduct the first face-to-face meeting with a recruit
10	Next Steps: Communication of Test Results and the Major Selection Interview	How to present selection test results to a candidate, and a discussion of the purpose, value, definition, and preparation necessary to conduct the major evaluation interview
11	The Major Selection Interview (continued)	Develops interviewing skills by using structured interview guides and observing interviewing rules
12	Reference Checking and the Career Presentation	Gets recruits to give you the names of references who can provide valuable selection information and develops skill in interviewing those references. Develops an individualized career presentation and gains skill in making career presentations to the candidates.
13	The Job Sample	Creates a job sample program to help a manager select agents, as well as develop skill in explaining and using the results from a job sample
14	Finalizing Mutual Commitments and Skill Reinforcement	Uses the discussion with a “Very Important Person” as a way to describe the agent’s job, and to enhance the mutual selection process. Also, reach a selection decision, discuss it with a candidate, and prepare to assimilate the person into the agency. Last, an opportunity to review skill development so far in the AMTC and receive additional help in improving one’s planning, recruiting, and selection skills.

SESSION	TITLE	DESCRIPTION
TRAINING		
15	Training for Results	Explain the meaning and purpose of PESOS and applying it to meeting a manager's training objectives. Also, focus on how to write training objectives and develop programs that meet these objectives.
16	Drill, Rehearsal, and Role-Play	How to use role-play effectively as a training technique and develop skill in conducting role-play training sessions
17	Training Through Fieldwork	Develop skill in using fieldwork as a training technique (for example, how to preview a call, demonstrate or coach, and review the call)
18	Agency Meetings, Conferences, and Clinics	Distinguishes between these three approaches to training and developing skill in using each as a way to achieve training objectives

SESSION	TITLE	DESCRIPTION
PERFORMANCE MANAGEMENT		
19	Creating an Activity Management System	An overview of performance management principles and methods, plus how to analyze records of agents' activity as a step in the performance management process
20	Using Your Activity Management System	Develops the skills of planning for and conducting activity review meetings with agents
21	Problem-Solving Meetings	A discussion of performance deficiencies resulting from personal and/or motivational problems faced by agents. In addition, there will be skill development in how to conduct meetings designed to help agents handle these problems.
22	Planning and Implementing Individual Improvement	A presentation and discussion of how to diagnose performance deficiencies and use the performance management process to individually design a development program for each agent
23	Planning the Future	Implementation of AMTC principles and processes for the future growth of the manager and his or her managerial unit

To achieve the objectives implied in the above descriptions of each class session, the AMTC uses discussion, reading assignments, action projects, planning projects, videotapes and audiocassettes, and role-play.