

Adventure Out Guide/Instructor Training – Course Outline

-- Day 1 --

- Introductions & Course Outline
- The Adventure Out Story
 - Best practices
 - Lessons learned
- Social & Environmental Responsibility of Adventure Programming
 - Following the law as well as your own moral code in operating outdoor programs and services.
- Risk Management in Adventure Programming
 - Safety Protocols
 - Emergency Response Plans
 - Defining risk and keeping in-line with mission statement
- Adventure Out Program Structure & Methodology
 - Building a Course offering
 - Flow of trips and classes to create cohesive and understandable program trees
 - Cultivating return business with sensible program models
- Learning & Teaching Styles
 - Basic psychology of how humans learn
 - Creating curriculum that appeals to all kinds of people
 - Understanding how the psychology of learning translates in to sales

-- Day 2 --

- Working with PEOPLE outdoors
 - Understanding the difficult client/student
 - Overcoming fear
 - Safety standards
- Commitment to Stewardship
 - Adventure Out's giving program
 - Environmental involvement and community involvement
- Legality of Wilderness/Outdoor Programs
 - How and where to operate
 - Public vs. Private lands



- Permits / requirements
- Insurance

- What to do after certification?
 - Working for other schools/programs vs. starting your own

- Starting a new program
 - Getting students/clients
 - Marketing / advertising / partnerships
 - Presentation & professionalism
 - Customer service

- Small business basics
 - Opening a business - accounting, licenses, etc.
 - Website and internet presence
 - Hiring employees and growing
 - Liability protection

- Affiliation with Adventure Out
 - Affiliation basics - licensing the brand, opening a satellite program.
 - What you can and cannot do
 - Advantages and protections of affiliation

- Closing remarks and Q&A

