

## **Brian Gracon, Ph.D.**



Brian Gracon has authored over 70 training programs in his 16 years of Training Strategy and Instructional Design experience, for delivery in instructor-lead, computer, print, keynote, seminar, Webinar and video formats. Brian also has extensive experience managing projects, leading teams of instructional designers, presenting seminars and workshops, and training other trainers. His training programs strongly engage the learners and have been lauded for the results they generate. Brian has received corporate and international awards for the results from and creativity of his Instructional Designs.

Brian has designed and developed courses on sales, business management, marketing, products, service, merchandising, technology, retail management, computer software, executive development and innovation, proving that his instructional strategies and design methodology can be applied to any learning objectives, audience or business need. He counts international leaders in carpet, hard-surface flooring, beverage, auto parts distributors, retail groups and paint brands among past clients.

Brian Gracon & Associates, Inc. uses an “associates” business model, controlling project costs by employing highly skilled and qualified experts on an as-needed basis.

Brian is a frequent presenter at Surfaces Education Seminars, on TalkFloor.com and FloorRadio, and in the Surfaces Blog.

Brian is an active member of the American Society for Training & Development, the Society for Human Resource Management and has a Ph.D. in Chemical Engineering from the University of Illinois. He has completed certificate programs in e-Learning Design, Web 2.0 technologies and Learning 3.0 technologies. Brian lives near Atlanta, Georgia, USA.