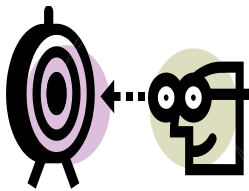


Train The Trainer

Benefits and learning outcomes: Research has consistently demonstrated that when clear goals are associated with learning, the learning occurs more easily and rapidly. With that in mind, let's review our goals for this course. By the end of this workshop, participants will be able to:



- Define training, facilitating, and presenting
- Understand how to identify participants' training needs
- Create a lesson plan that incorporates the range of learning preferences
- Create an active, engaging learning environment
- Develop visual aids and supporting materials
- Manage difficult participants and tough topics

This two-day Train-the-Trainer workshop objectives are imbedded in the fundamentals of getting started, training and facilitation, gathering materials, creating a lesson plan, choosing engaging activities, preparing for the workshop, delivery of key tips and tricks of the trade, keeping training interactive, dealing with difficult participants, tackling tough topics and of course, wrapping it all up. Each block of instructions is supported with a case study.

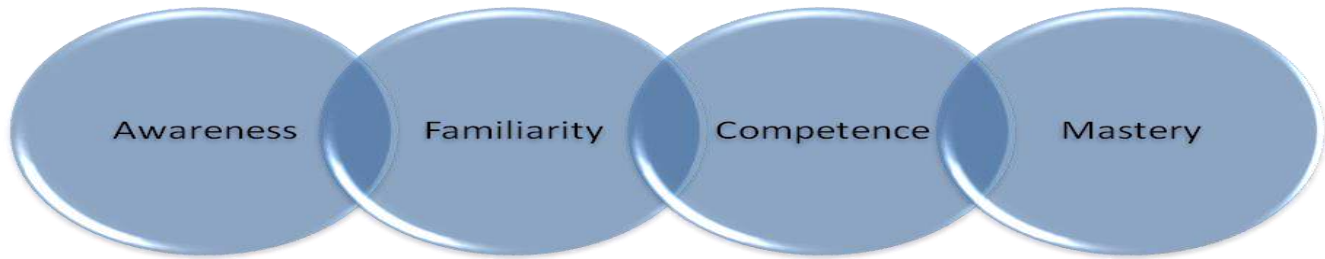
LEARNING CAN TAKE MANY FORMS. And, in terms of training, our goal is to bring about a behavioral change in something that we do. Training is not an event, where we attend a workshop one day and expect the desired behavior to take place the next day. Training, is a process. It begins before our participants even sign up for a class and continues right up until the new knowledge, skills, and attitudes are applied regularly.

Training includes:

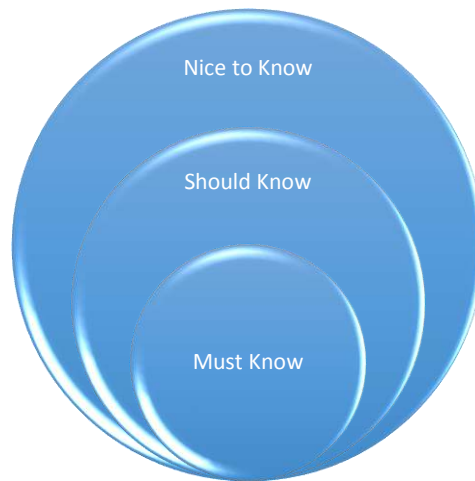


LEARN WHAT THEY KNOW. There is a saying, author unknown, that “Never underestimate the intelligence of your listeners, and never overestimate their need for information.” We might take for granted that most people involved in sales understand that trust is the basis of a sales relationship, but they may not actually understand the range of ways that trust can be built, or damaged.

You should also identify the level of knowledge that your participants have on a scale from awareness to mastery.



When developing training based on a model as the one below, most activities are designed to reinforce what your participants must learn first, followed by extensions for what they could learn, or that would be nice to know.



This training focuses on and include the knowledge that the learners must know to be proficient, some of the knowledge that they should know to help improve their proficiency and a limited amount of what is nice to know as a compliment to proficiency.