Be an Effective Trainer

BILL KANE – CONTENT DESIGN EXAMPLE

Objectives

- By the end of this course, you'll be able to:
  - Describe why effective training is important to any organization
  - Demonstrate specific behaviors of an effective trainer
  - Define personal and team strategies for future improvements

Dale Carnegie Training stated that last year, when measuring 1500 employees across varying industries, 71% of employees were disengaged. This comes from varying reasons, whether it's job function, direct managers, or even dissatisfaction with the organization itself.

In the 2014 "State of the Industry Report", the Association for Talent Development (ATD, formerly known as the American Society for Training and Development or ASTD), found that healthcare organizations spend, on average, 24 hours a year per employee on continuing education.

So?

- The time we spend with employees in training is integral to employee engagement
- Using that time effectively, by delivering content in a manner that drives engagement, gives training the opportunity to get employees engaged and excited about their impact to the organization
- Delivering content is not as simple as following a manual and a PowerPoint, it takes a dedicated trainer and a complex skill set

Think of a time...

▶ I would like everyone to think of a time when they had to deal with someone who read the slides of PowerPoints and added nothing to the content as they went through it.

▶ How did that make you feel? Did you remain engaged throughout the presentation? Did you find yourself drifting in thought? I know I do sometimes, and then you come back and realize the slide moved and you didn't recognize it...or blink. Did they use any voice inflection?

▶ It's even a joke in our society….death by PowerPoint!

▶ Not even to mention the fact there is too much text on the slide, and you're just stuck here staring at it, while someone reads to you, word for word. There aren't even pictures!

▶ Sometimes they even adjust the margins of the presentation to fit even more text (that you can barely see!) into the slide!

▶ Would this person read grammatical errors? I wonder if would they read just written as it was how?

▶ If only there were steps I could take as a presenter to avoid putting a room full of adults to sleep!

"Before anything else, **preparation** is the key to success."
ALEXANDER GRAHAM BELL

Effective Behaviors

- ▶ Review course content to ensure <u>accuracy</u>
- ▶ Speak with subject matter experts about current issues/trends
- ▶ Speak with Trainers to find areas of opportunity
- ▶ Formulate questions the audience may ask
- ▶ Print required materials in advance
- ▶ Confirm room/venue bookings prior to start of course/class

"I prefer to show people different things than tell them 'Here's what you should believe' and over time you **build rapport** with your audience."

NATE SILVER, AUTHOR

Effective Behaviors

- ▶ Relate to their job function with experiences and stories
- ▶ Ask probing questions to determine the root cause of a learner question or statement
- ▶ Enable learner equity by driving discussions and allowing learning to occur, as opposed to forcing it.
- ▶ Make eye contact when speaking and listening
- ▶ Smile, and lighten up! Have fun.

"Every action or perceived inaction shapes **credibility**."
MINDY HALL, AUTHOR

Effective Behaviors

- Remember that "I don't know" is a positive phrase when followed up with "but let's find out!"
- Establish a "parking lot" area for off-topic or unanswered questions
- Exemplify core values in every interaction, inside or outside of the learning environment
- Be honest and open with your responses, and encourage your audience to do the same

Questions?