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Transform Your Training Programme

Transform Your Training!

“ I have attended a lot of Train the Trainer courses and found that this one has been the most rewarding. It has re-energised my training. “

The Transform Your Training programme can cut the learning time for internal trainers dramatically, giving them the skills they need to deliver training which is lively, interactive, memorable and effective.

People who attend the programme will learn how to:

- **facilitate learning**, not just present information
- get the most reluctant participants in a **receptive state for learning**
- **adapt their approach** when necessary to suit the circumstances and the group they work with
- **use discussion and activities** to make learning interactive
- **maximise the transfer of learning** from the training room back to the workplace
- deliver training which **appeals to different learning styles** so everyone learns effectively
- **liven up potentially dull information** so that it becomes interesting and engaging training material
- **help participants learn more quickly and easily** and remember what they have learned long after the training.
- **design training material more quickly and effectively**

The course lasts for 3 days and includes **include practical sessions** where participants deliver short sessions and receive feedback to help them develop their skills.

The programme is ideal, either for **newer trainers** or for, say, **technical people who may have been training for some time** but have not had a real grounding in training theory or methodology.

A 1 day workshop is also available which can focus on a few key areas and is an excellent way to give experienced trainers new ways to approach their training and new ideas to freshen up their delivery.

Some of the problems the programme will solve for trainers

" The material I have to use is so dry, it's a boring subject. **I don't know how to bring it to life.** "

You'll learn how to take any content and deliver it in a way which engages and interests your learners. After all, anyone can deliver dry material in a boring way, you want to be the one who knows how to spice it up, to make it gripping and real. And this workshop will show you how to do that.

" I'm sure **they forget most of what I've taught them** as soon as they walk out of the door. What else can I do to make it stick? "

Unfortunately, a lot of the information people receive on training courses is left behind when they leave the room. Or, as my mother used to say, " in one ear and out the other ". That's often because they were never very involved or interested in the first place. Using the methods you'll learn over the course of this day, you can be confident that your learners will retain more and use more of what they've learned.

" I'm worried my training lacks any real impact. **People seem to be listening but they don't look very inspired.** "

You need to be able to deliver your training using a range of methods to suit all different learning styles. You need to know how to get information across in ways which appeal to different senses and which get people active and keep their interest. That's just what you'll learn here – including how to use activities and visual aids to stimulate learning.

" I was asked to do some training because I'm good at what I do, but **I haven't had any training myself** in how to do it. "

It's very common that people who are good at what they do are asked to help others learn how to do it. That's how I got involved in training people in Tax years ago. The problem is, you tend to learn by trial and error if you haven't been given a grounding in training theory and methodology. This workshop will give a crash course in how people learn and remember, how the brain works, and how to use the most effective training methods. It will increase your skills and confidence and cut your learning time dramatically.

It's based on my own experience of 18 years in training and development. And, practicing what I preach, it will be active, entertaining and fun!

A Unique 3 Stage Programme

As any trainer knows, the problem with training courses is what happens afterwards. Often the answer is – nothing.

What is learned during the course often drains away as soon as people leave the room - unless it is reinforced.

That is why this package includes much more than just a training course.

There are actually 3 stages involved.

Stage 1 – Before the course

- **discussion before the course** to determine the needs of the organisation and the individuals involved
- **pre – course questionnaires** sent out to each participant to find out exactly what they want to get from the course
- a **“ Welcome Pack ”** sent to each participant to give them more information about the course and tell them what they can expect (including, where appropriate, a brief to help them prepare their practice session)

Stage 2 - During the course

- 3 days of **stimulating and challenging content** as outlined below
- the course will be **highly interactive**, engaging, entertaining - and practical
- **dozens of tips and techniques** based on years of experience of what actually works when training
- **individual feedback** for each participant to help them identify their current strengths and development areas (dependent on course length)
- high quality **supporting materials**
- **“ brain – friendly ” toys, sweets and activities** to help people focus, learn and remember
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Stage 3 - After the course

- **free email and telephone follow up** for all participants so they can ask any questions which arise after the course
- **follow up materials** sent out to each participant in the weeks after the course to supplement the course material and reinforce their learning

This is a complete package which allows participants to reinforce their learning after the course and to continue developing their knowledge.

The Course Content

There are two main themes which run through the course:

1. How to get your participants in a **receptive state for learning** (as, without this, nothing else will work anyway)
2. How (and why) to **make learning interactive** rather than a presentation.

Here are the areas which the course will cover.

How to help people to learn effectively

It's vital to understand what all adult learners bring with them to the training room. You'll learn:

- how to **overcome people's barriers to learning**
- ways to **turn reluctant 'prisoners' into willing learners**
- what **rapport** is, and how to get it
- **what makes people remember** (and why they forget) and how to use this to make learning stick
- the **learning cycle** - what it is, why you should care, and how to build it into your training
- learning styles - how to **make sure your training works for everyone**

How to design your training

You need to choose exactly the right content for your group and structure it to have maximum impact. You'll learn:

- **what you must know** before you even begin designing training
- how to **choose exactly the right content** for your group (and avoid the number one problem with most training)
- how to engage people from the beginning and then **keep them with you until the end**
- how to make sure your key points stand out
- how to **turn dry technical content into engaging learning material**
- how to **close with impact** (most trainers waste this opportunity)

How to get people involved

Being a great presenter isn't enough, you need to become a 'facilitator' in order to keep people involved and help them to learn. You'll learn:

- how to **ask the right questions** to keep people involved and to support learning (and why many trainers don't do this well)
- how you can **always get answers** from an unresponsive group
- the **sneaky techniques many trainers use** to make sure they don't get any questions (do YOU do this?)
- how to get **questions from the group**, and how to answer them (even if you don't know the answer)
- the advantages (and hidden dangers) of **small group activities**
- how to **set up group exercises successfully** - the techniques to use, the common pitfalls to avoid
- **how to use the right activities** for each occasion; ice-breakers, case-studies, role-plays (even though people hate them!), energisers and brainstorming activities

How to debrief activities and give feedback

It's important to give feedback in a constructive way. You'll learn:

- how to **give feedback** without tears and tantrums
- what "**debriefing**" means, how to do it without boring people - and why it's vital
- **simple models** you can use to help you

How to deal with difficult behaviour

Why do some participants seem to cause you so much trouble? You'll learn:

- why **seeing people as "difficult"** is your first problem
- why some people **cause you so much trouble**, even when they don't mean to
- the subtle ways to **deal with difficult behaviour** (without anyone realising you're doing it)
- how to **keep the group on your side**
- how to recognise when you're using a **high - risk strategy**
- the "**tipping point**" you **MUST AVOID** or it will destroy your training
- the **6 approaches** you can choose from in ALL situations

How to maximise your impact

There are many techniques you can use to maximise your impact. You'll learn:

- the **3 factors that affect your impact** (they're always working, so you'd better know how to use them to your advantage)
- why the one you spend most time on is actually **the least important**
- **how to project confidence**, however you're feeling inside (and the tell –

- tale signs which can give you away)
- how to **keep people's attention**
- how to **settle your nerves** (without drink or drugs)

How to use visual aids successfully

Visual aids such as drawings, slideshows and videos can be used to great effect, but you need to know when and how to use them. You'll learn:

- when to **use visual aids** to support learning
- choices, choices - how to decide **which medium to use**
- the **right way to use PowerPoint** (if you really must - oops, sorry)
- what you should **NEVER do with PowerPoint** (but most trainers do)
- the **right way to use flipcharts** (I may even show you how to draw cartoons if you ask nicely)
- the right way to use **videos and DVDs**
- how to use **handouts and workbooks**

How to deliver technical training (optional session)

This is particularly useful if you train people in how to use systems or processes or if you deal with complex technical content. You'll learn:

- how to **give instructions and explanations** so that people can understand easily
- how to help people **learn technical information or processes**
- how to **bring dry technical information to life**
- how to make sure people **understand and remember** (and the worst way to check understanding)
- how to **increase the transfer of learning** from the training room to the workplace

Practice sessions

Participants will have "**training karaoke**" time - their chance to deliver a 10 - 15 minute practice session and receive **direct individual feedback** from the group and myself.

Course Numbers & Cost

Group size

The programme works best with **small group numbers**, which will allow for plenty of interaction and also time for each person to deliver a practice session. In this case, a maximum of 8 would be ideal.

Larger numbers can be considered for the **1 day workshop**, where there are no practice sessions. Details will be agreed after discussion.

Venue

The course is available to be run in – house at your own premises or at any other venue to be provided by your organisation.

Course structure

The 3 days can be broken down into **separate days** if this is more convenient than running the course on consecutive days, e.g. 1 day a week or as a 2 day course with a separate day later for practice sessions to allow people to reflect on what they have learned.

Cost:

- 3 day programme £2,950
- 1 day workshop £1,100

plus travel and accommodation expenses as necessary.

Remember - this includes pre – course discussions and follow up materials.

For further details, or to book the course, please ring Alan Matthews on **01564 770436** or email alan@transformyourtraining.com

Testimonials

University of Wales

“ A thoroughly enjoyable course. Although I have been training for a number of years, I have learned many things that will be put into practice. Thank you Alan – excellent course. “

Alan Jones

“ I learned far more than I originally anticipated, leaving the course with a more varied approach to my training ability and delivery techniques. “

Mike Davies

“ As a professional trainer for many years I was surprised at the effectiveness and variety of the approaches presented – I will certainly try to use these in my presentations. “

Rob Easthope

“ This was an excellent training course which really engaged me throughout. I have learned a great deal and will find this useful in my work. “

Kathryn Edwards

Sheffield Children & Young People's Services

“ A thoroughly enjoyable and inspiring course where I believe we all will take a lot away with us to help us improve our training practices. Alan used humour and a knowledgeable approach to good effect – thank you very much. “

Mel Rice

“ Excellent course, one of the best I've attended. Kept my interest throughout, fun and I learned a lot that will inform my practice in the future. Very good course for people delivering training who are not professional trainers. “

Yvette Howard

Buttercups Training Ltd.

“ It was a really enjoyable course and I got a lot out of it. Can't wait to go off and practice what I've learnt! “

Alison Adcock

“ This was an extremely valuable course. I have been able to reflect on my techniques and pick up lots of hints and tips. Thank you. “

Hannah Stretton

Kraft Europe

“ Well organised and structured training. Knowledgeable and enthusiastic. Made the training fun. “

Caitlin Taylor

“ Excellent course that was both informative and enjoyable – highly recommended. “

Marc Burkhalter

Intercall Europe

“ Alan has opened my eyes to using visual aids, which I will use in future practice. It has also helped me understand different learning styles. “

Leah Clements

“ I have attended a lot of Train the Trainer courses and found that this one has been the most rewarding. It has re-energised my training. “

Helen Bennett

“ It was a very enjoyable training session. I learned a great deal and I now feel that I will train using a lot more varied activities and techniques. “

Steph Hamlet

Buckinghamshire Primary Care Trust

“ Thank you – I have attended several update sessions for Training Trainers and this was by far the most effective, different use of “ old “ information presented in a very entertaining way. “

Frances Kent

“ Alan is an extremely well – versed and knowledgeable trainer. His approach to active learning is well considered and delivers the desired outcomes. “

Marion Carnell

About Alan Matthews

Over 20 years of training experience

I've spent most of my adult life involved in **teaching, training and coaching**, helping thousands of people to improve their management and professional skills, as well as developing their personal skills, to help them become more confident and successful.

I've designed and delivered both "soft skills" courses and highly technical courses, and I've run Train the Trainer courses for over fourteen years.

I spent 13 years at Deloitte, one of the world's largest professional services firms. I designed many of their core technical programmes whilst still working as a Tax Consultant and then moved into skills training, becoming head of the Skills Development team for the UK Tax Practice. I ran courses for them all over Europe before leaving to set up my own training and coaching business in 2003.

In a previous life, I was a Primary Teacher and taught English as a Second Language to 4 and 5 year olds (and, although there are significant differences between teaching young children and training adults, it's surprising how similar they can be).

I've written numerous articles, booklets and ebooks and the **Transform Your Training Self – Study Programme**, which includes a 196 page manual, 3 audio tracks and 2 booklets (available from the website below).

Effective, practical training with enthusiasm, humour and rapport

I'm known for my sense of humour and a practical, down to earth approach. I blend theory and practice to give people a real understanding of what works and why.

My training courses are engaging, inspiring and effective.

