

Train-the-Trainer:

How to Develop and Deliver Training Programs that Create Impact and Produce Results

Customer Service is a crucial part of business— especially in our current economy. In fact, your customer service, call center and help desk reps are ambassadors of your brand and part of your marketing initiative. They need and deserve training that will help them go beyond simply satisfying your customers!

This course is designed for your in-house trainers who create curriculum, facilitate training sessions and design or lead webinars, teleseminars or eCourses. They will have a number of opportunities to make short presentations and receive feedback from both the trainer and the other participants.

Take Aways:

Besides all kinds of “keepers,” participants will receive a complete 29-page workbook and suggestions for finding more material online and in reference material.

After the course, participants will be able to:

- Design a training that meets the needs of participants
- Apply the principles of adult learning to make sure their key points stick
- Structure a presentation that is compelling and easy to follow
- Reinforce their training programs with appropriate visuals, props and activities
- Project a confident, professional delivery style that engages their audience
- Handle questions comfortably and effectively and deal with confrontation

Here’s what past participants have said:

“Thank, Jan! I really enjoyed your workshop and learned a lot. It was nice to be with such a supportive audience while performing something where I felt so nervous, anxious and uncomfortable. Every mini-presentation seemed a little easier as the day went on with all the helpful information and feedback I received. Great class!”

“Jan is one of the best presenters we have ever brought in for this sort of training. She is clearly an expert in her field and is also very passionate about what she does. She found a way to deliver feedback (even when not necessarily positive) in a non-threatening but constructive way. I actually know I will utilize many of the lessons she taught me today in my everyday life.”

Meet the Trainer:

An expert in communication—spoken, written and visual—Jan McLaughlin motivates people to practice new skills that will help them create positive responses. Known for her delivery style—full of humor and audience participation—Jan’s programs are loaded with practical tools everyone can put to use immediately.

Jan has earned the Certified Speaking Professional (CSP) designation—the international measure of speaking experience and skill. Fewer than 10 percent of the 5,200 members of the International Federation for Professional Speakers hold this professional designation.

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2 What are effective presentation skills?

3 Presentation skills self-assessment

Planning your presentation

4 Audience analysis checklist

5 Adjusting your style—to reach everyone in your audience

6 7 Intelligences—how adults process information

7 Webinars, Teleseminars, eCourses—oh my!

Structuring your presentation

8 Determining your objectives and creating an open

9 Creating the preview and main body

10 Developing the main body

11 Preparing the review and close

12 Designing effective visual aids

13 Using notes to your advantage

Delivering your presentation

14 Dealing with the fear factor

15 Connecting with your audience

16 Using visual aids as part of your presentation

17 The way you look

18 The sound of your voice

19 The words you choose

Maintaining control of your presentation

20 Fielding audience questions

21 Handling challenging situations

22 Your action plan

Resources

23 Suggested reading

24 Presentation development worksheet

26 Articulation practice and rate of speaking

27 More tips for effective PowerPoint slides

28 Checking logistics

29 Relaxation techniques