

A UNIQUE TRAINING PROGRAM THAT WILL

REALIGN YOUR
DIRECTION

REINFORCE YOUR
DETERMINATION

REALISE YOUR
DESTINY

— *MasterClass* —

Train The Trainer

Designed & Delivered by Dr. Billy Kueek

Empowering *You* so
You can Empower Others



WWW.BillyKueek.com/MCTTT

Presented By BILLY KUEEK
INTERNATIONAL

*One of life's **greatest moments** is when your name appears in **someone else's testimonial**.*

~ Dr. Billy Kueek

One day a man was walking along the beach when he noticed a boy picking something up and gently throwing it into the ocean.

Approaching the boy, he asked, "What are you doing?"

The youth replied, "Throwing starfish back into the ocean. The surf is up and the tide is going out. If I don't throw them back, they'll die."

"Son," the man said, "don't you realize there are miles and miles of beach and hundreds of starfish? You can't make a difference!"

After listening politely, the boy bent down, picked up another starfish, and threw it back into the surf. Then, smiling at the man, he said...

"I made a difference for that one."

- Original Story by Loren Easley

Trainers are like the little boy. Fueled by passion and armed with knowledge, we set out to change the world.

Passion and Knowledge, however, can only bring you so far. To succeed in this profession, you need the right skills, the right support, and the right tour guide.

Our passion is to empower you, so you can empower others.

That is what the MasterClass Trainers' Training Program is all about.



COURSE OBJECTIVES & BENEFITS ★

- Gain a **Practical Overview** of the training function.
- Equip you with **Critical Success Strategies**.
- Enhance understanding of **Adult Learning Principles**.
- Learn practical **Training-Needs-Analysis** approaches.
- Design **Effective Course Outlines**.
- Increase results with **Audience Management Strategies**.
- Develop effective training with the **5-D Lesson Plan**®.
- Learn and Apply the best combination of **Training Methods**.
- Deliver **Dynamic Icebreakers & Openers**.
- **Maximum Learner Participation**.
- **Communicate Clearly, Concisely & Convincingly**.
- Engage participants with **Stories, Metaphors & Humor**.
- Answer professionally with **Question Fielding Techniques**.
- Reinforce learning with **Powerful Closers**.
- Recognise & Improve on your **Current Skills Level**.
- Discover **Practical Evaluation Tools**.
- Transform learning into **Mastery with Micro-Training Labs**.
- Strengthen **Confidence, Credibility & Charisma**.



“It is a useful workshop where practical applications are demonstrated. Dr Billy Kueek is definitely an excellent trainer who was able to get the materials across with humor and wit added.”

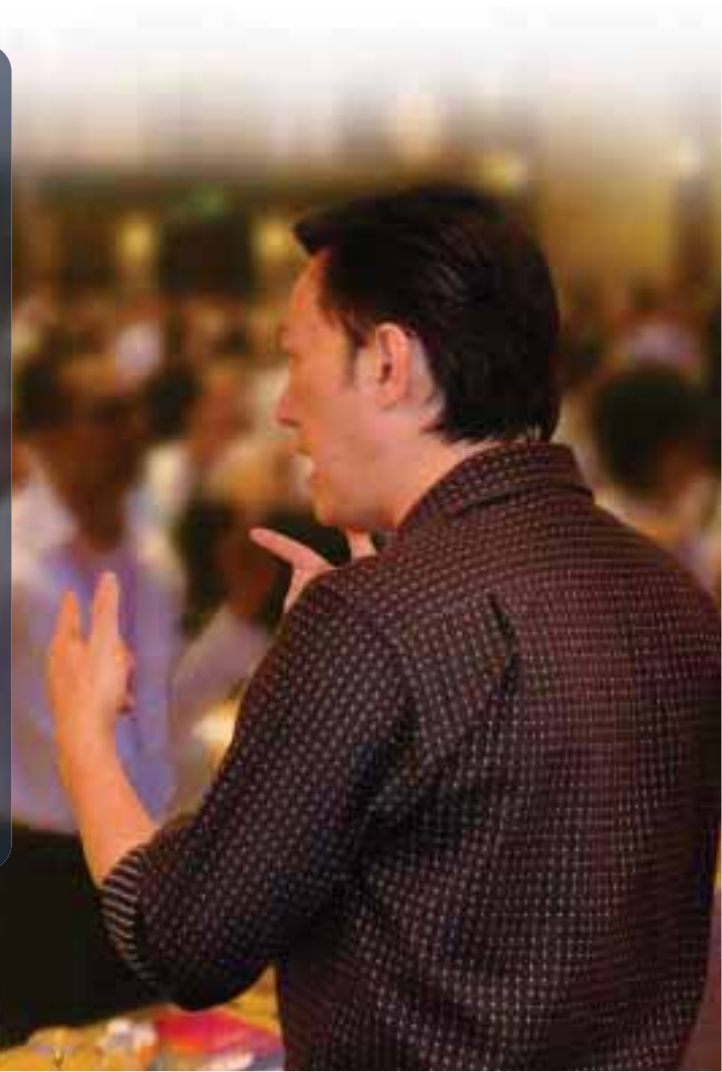
~ Dr. Tioh Ngee Heng
Associate Professor,
University of Malaya, Malaysia

WHO SHOULD ATTEND ★

Whether you are a member of a Human Resource Department, a manager with subordinates, a budding motivational speaker, an aspiring trainer or entrepreneur, you **MUST** attend this program.

The MasterClass Trainers' Training is for:

- Aspiring Trainers
- Corporate and Institutional Trainers
- Human Resource Professionals
- Supervisors, Leaders & Managers
- Company Directors & Business Owners
- Anyone who desires to enhance their skills as a speaker/presenter/trainer



“The class was managed well (in fact excellent). Dr Billy – most sincere and professional trainer with a great passion for improving lives of others”

~ Dato Dr. Syed Hussain,
Director, Malaysia

“One of the most skilled, sincere, charismatic trainers I have ever seen and I have seen most of the top notch, Billy really delivers beyond expectations with total authenticity”

~ Bruce Gordon,
Director/Trainer,
Performance Dynamics,
Bangkok, Thailand

“The way Dr Billy Kueek delivers is fantastic and I am sure attending and applying Billy's Train-The-Trainer will make me a great speaker and trainer in Indonesia... Don't come to the training if you just want to be an average trainer. This training can train you to become a Great Trainer!”

~ Alex Taslim,
Entrepreneur, Jakarta, Indonesia

PROGRAM OUTLINE

PRINCIPLES ★

- The Billy Kueek International Training Process Model[©].
- Andragogy & Bloom's Taxonomy.
- Putting Adult Learning Principles into application.
- Critical Success Strategies.
- Essential KSA & SWOT Analysis.
- 7-Es Topic Identification.
- Values Alignment with VEC.

NEEDS ANALYSIS ★

- Purposes of Training Needs Analysis.
- Data Collection & Tools.
- Conducting Training Needs Analysis.
- Constructing Training Objectives.
- Determining Fit.

PROGRAM DESIGN & DEVELOPMENT ★

- R.U.L.E.S.[©] of Memory.
- M.O.T.I.V.A.T.I.O.N.[©] Strategies
- 4-Step Instructional Design.
- The Pyramid of Course Design[©].
- Setting Learning Priorities.

PLANNING FOR DELIVERY ★

- Audience Management Strategies.
- Structure of a Training Session.
- A Repertoire of Training Methodologies.
- The 5-D Lesson Plan[©].
- Seating Plans.
- Overcoming common mistakes of trainers.
- Building a Trainer's Resource List.

COURSE MATERIALS ★

Participants will walk away with these resources:

- A workbook that contains readings of the concepts and techniques, for use during the workshop and as a reference for field applications.
- Blank Strategic Map (worksheet) that you will be granted rights to photocopy for your own after the workshop.
- Personal Resource List Template.

DELIVERY ★

- O.P.E.N.I.N.G.S.® that dispel resistance.
- Utilizing Dynamic Icebreakers.
- Communicate Clearly, Concisely & Convincingly.
- Determining Styles of Communication.
- Enhancing Visual, Vocal & Verbal Impact.
- Projecting with the Karate Principle®.
- Gesturing Effectively.
- A.T.T.E.N.T.I.O.N.® Strategies.
- Involvement Strategies.
- Meta Model Questioning.
- Think on your feet with the Great Debate.
- Delivering Stories & Metaphors that Captivate.
- Using Humor & Energizers.
- Supporting Aids & Materials Planning.
- Question-Fielding Techniques.
- Closing Powerfully.

EVALUATION ★

- Real Life Evaluation.
- Kirkpatrick's 4 Levels of Evaluation.
- Jack Philips' Level V – Return on Investment.

CAREER & BUSINESS ★

- The Business of Training.
- Market Segment Characteristics.
- Making the Transition.
- Pricing Strategies.
- Product Licensing.
- Your Career Outcome Design.
- Skills Enhancement Training.
- Licensing & Mentorship Programs.
- Career & Collaboration Opportunities.



SPECIAL FEATURES

Micro-Training Labs

Each participant will conduct numerous practice sessions which will be video taped for Master Trainer's recommendations.

The Feedback Dessert[®]

Achieve incremental and visible improvements after each Micro-Training Lab[®].

Ongoing SETs

Skills Enhancement Training (SET) is created by the MasterClass Trainers (MCTs) for the MCTs.

The objectives of the SETs are:

- Create a **platform** for MCTs to hone their skills.
- Create a **forum** for resource sharing & exchanges.
- Create **opportunities** for continuous growth and development.
- Create a **community** of trainers who will support each other's growth, development & success.
- Create **standards** of excellence to enhance the merits of Certified MCTs.

MCT Dialogue Sessions

Master Trainer and Coaches will present new tips & trends updates periodically, and No Holds Barred Q&A sessions.

MCT Online Forum

Continuous resource sharing, virtual contacts, business referrals and up-to-date industry information.

<http://www.billykueek.com/destiny>

Coaching, Re-skilling & Mentoring

MCTs are given opportunities to further hone their skills by volunteering to coach in subsequent MasterClass Trainers' Training.

MCTs can re-attend to reskill in subsequent MasterClass Trainers' Training at subsidized fees.

MCTs are also given priorities to register for exclusive mentoring packages.

TRAINING METHODOLOGIES

Watch and learn skillful applications of varied training methodologies, not simply from lectures and theory. International Speaker/Master Trainer Dr. Billy Kueek will showcase and demonstrate Masterful execution of world-class delivery strategies.

Some of the varied training methodologies you will experience first hand includes:

- Dynamic & Highly Engaging Presentations
- Skilled applications of evocative metaphors
- Meta Model Questioning techniques
- Demonstrations
- Experiential Learning
- Engaging Visual Aids
- Video Presentations
- Learning-Focused Video Review & Analysis
- 1-On-1 Personal Recommendation & Performance Review with Master Trainer
- Group Coaching & Peer Feedback
- Fun & Objective-Oriented Simulations
- Group Facilitation & Brainstorming
- Strategic Discussions
- Role Plays, Assessments & Exercises
- NLP Installation Strategies



MASTER TRAINER★

Transforming People, Inspiring Lives is the maxim that drives Master Trainer and International motivational speaker, **Dr Billy Kueek**, on his continuing quest to empower you so that you too can empower others. With over 13 years in the industry, Billy has inspired and taught hundreds of thousands in over 40 countries in varied industries to reach their potential and live their dreams. Whether he is speaking to an audience of ten or thousands, Billy will engage, educate and entertain.

When delivering his wide repertoire of topics that includes Sales & Negotiation, Leadership and Motivation, Influencing and Presenting, Creative Thinking, NLP and many others, Billy's approach and genuine passion is evident and empowering. His client list includes world-class organizations, MNCs and Fortune 500 companies.

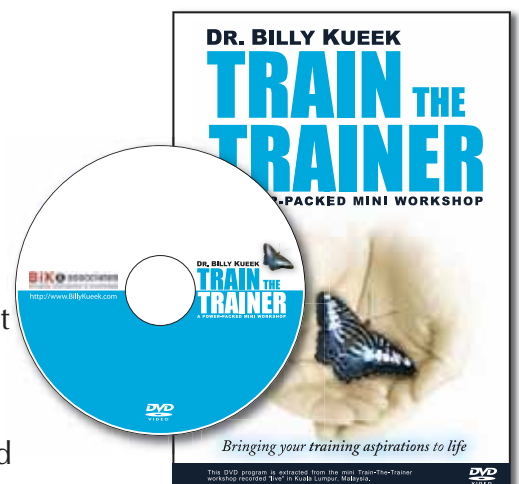
A most sought after speaker and trainer, Billy is one of the first Asian speakers to break-through the circuit. Billy has shared the stage with other renowned speakers including Emmy Award-winning TV producer and accomplished speaker Bill Stainton, President of the National Speakers Association (2004-2005) Scott Friedman and award-winning keynote speaker and bestselling author W Mitchell.

He holds a degree in Organizational Psychology, an MBA and a Doctorate in Business Administration. In addition to that, he is also accredited as:

- Certified NLP Trainer (ABNLP)
- Certified Master Trainer of Time Line Therapy® (TLTA)
- Certified Trainer in Hypnotherapy (ABH)
- Certified Administer of The Enneagram
- Certified Stress Management Consultant (IACT)
- Certified Instructor in Emotional Intelligence (6 Seconds)

Billy also writes for organizational newsletters, periodicals and management journals. He is a regular contributor to Kidz, Malaysia's premier parenting magazine and also makes regular on-air appearances as guest speaker on Radio and was featured on TV in Channel U's Primetime news in a Personality Profile segment and as Guru-For-Hire in Human Resources magazine.

With style and substance, get ready to be **Engaged, Entertained** and **Empowered**.



Also by Dr. Billy Kueek



RATED GLOBALLY AS THE MOST PRACTICAL & INTENSIVE TRAINERS' TRAINING PROGRAM

This trainers' training is way beyond textbook materials.

This program is about **creating powerful trainers.**

We recommend this training if you desire and aspire to:

- Define Training Needs for Maximum Buy-In & Effectiveness.
- Design accurate course content.
- Develop 5-Dimensional Lesson Plans for Maximum Results.
- Deliver Sessions that Motivate & Maximize Transfer of Learning.
- Discover the most powerful combination of learning strategies.
- Differentiate your Training Performance.
- Demonstrate Training Mastery that even other trainers talk about.

Be a Certified MasterClass Trainer NOW!

5 **Easy Ways**
to Register for this
One-Of-The-Kind
Professional Trainers
Certification
TODAY!!!

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