



A MINI-WORKSHOP TRAIN-THE-TRAINER



This Workbook belongs to:

Facilitated by

Dr. Billy Kueek
International Speaker/Master Trainer



Dear Participants,

This is your workbook and learning guide. It is for you to make full use of during and after this mini-workshop on Train-The-Trainer, which is adapted from the full 4-Day **Train-The-Trainer Master Class** program.

Professional Trainers project confidence, impact and leaves the audience wanting. In this mini-workshop, we shall explore some methods, formula and structure that make these trainers successful so that you too can up your training delivery standards.

As with any kind of practical learning, this workshop requires active participation, comprehension, understanding, applications and practices to obtain maximum results.

It is highly recommended that you make full use of this workbook to write notes as your resource for future reference.

This is a hands-on Practical workshop and I ask of you to:

- ◆ Be Open-Minded
- ◆ Consider new points and new concepts
- ◆ Try new ways and methodologies adventurously
- ◆ Learn from the experience of others
- ◆ Share your experience with others
- ◆ Volunteer to practice the skills during the class
- ◆ Be involved and Have fun

And in return, I will ensure a highly entertaining and intellectual journey towards learning about the formula behind powerful trainers.

Welcome!

Billy Kueek (Dr)

International Speaker/Master Trainer



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5 ADULT LEARNING PRINCIPLES

1. Adults learn when they realize the importance of learning something.
2. Adults need to be shown where to find and how to use information.
3. Adults will learn only when motivated and ready.
4. Adults learn when learning can be applied in real life.
5. Subject matter must relate to learners' experiences.

Source: Malcolm Knowles



- ◆ Tell them what you will tell them
- ◆ Tell them
- ◆ Tell them what you have told them

THE STRUCTURE OF A TRAINING SESSION

OPENING

- ◆ Icebreaker
- ◆ Opening
- ◆ State Objectives/WIIFM
- ◆ Lead into Training



BODY

- ◆ Varied Training Methods
- ◆ Supporting Aids
- ◆ Communication Style/Skills
- ◆ Participation Strategies
- ◆ Involvement Strategies
- ◆ Attention Strategies
- ◆ Engagement & Motivation Strategies
- ◆ Energizer
- ◆ Humor

CLOSER

- ◆ Q&A Handling
- ◆ Closing Technique



PRIOR PREPARATION

When making preparation, there are a few questions you should ask yourself. These questions will help you organize your session better. The 3W can serve as a good mind-jogger to get your started on your preparation:

The 3 Ws

- ◆ Why am I giving this training?
- ◆ What should my main content be?
- ◆ Who are the participants in my training?

Knowing the reason behind the training will help you structure your session and focus on your overall objective so you will plan and speak accordingly. It will also direct you to structure the session so that it flows towards the objectives.

Knowing what your main content is will help you identify the key points so you can find supporting device to train more effectively. Some resources that make useful devices include:

- ◆ The use of mnemonic or acronym to link your points together.
- ◆ Analogies, stories or metaphors that reinforce or illustrate your points.
- ◆ Visual devices to package your points and provide for visual effects.

Knowing who will attend your presentation will also help you in your preparation. Specifically, you need to know these information about the people:



- ◆ Who are the participants?
- ◆ Their background?
- ◆ What do they already know?
- ◆ What would be really interesting for them?
- ◆ What do they expect from me?
- ◆ What is their mindset like?



INTRODUCTION & ICE BREAKERS

Your introduction, approach and icebreakers serve to warm up the audience. Many speakers go into the subject too quickly. Take at least 30 seconds to three minutes to introduce your material before getting into the heart of the material. Remember, your introduction sets the mood and atmosphere for the entire session. Memorize your opening if you must and make sure it is good. One way of making sure that you have a good opening is to explore and experiment with different openings and determine which works best for who (the type of audience).

Most times, you may want to relax your audience and 'loosen them up' especially if you have a long session or when your session requires audience to get involved. In most training, an icebreaker is appropriate.

Icebreakers help to stimulate your audience and get things going. In short training sessions, it is best for the Icebreakers to be relevant to the topic. Preferably, use an icebreaker that you are familiar with in case any surprises crop up. If you are unsure, do not use that particular icebreaker until your presentation skills are honed or prepare a contingent activity in case the icebreaker did not work.

Here are some ideas to guide you along:

- ◆ Do prepare your audience by using an icebreaker that relates to the topic.
- ◆ Don't do anything that will caused you discomfort if you are the audience.
- ◆ Adjust the length of the icebreaker to suit the training. In general, make it relevant or provide a link into it, use a more extensive icebreaker for longer training (more than 1 day) or a quick icebreaker (3 to 5 minutes) for a shorter session.
- ◆ Assess your audience to determine suitability. Not all adults are ready to look silly and their dressing may be the clue for you. Play it conservatively until rapport is established and when they feel 'safe'.



8 OPENING TECHNIQUES

O -
P -
E -
N -
I -
N -
G -
S -

* In the Train-The-Trainer Master Class program, you will learn over 15 opening techniques.

Other Interesting Opening Methods that I have experienced before:



A GLIMPSE AT TRAINING METHODOLOGIES

All trainers must realize that if the same method of instruction is used all the time, it can build a barrier to learning.

- ◆ The lecture
- ◆ Dynamic Presentation
- ◆ The demonstration
- ◆ Practices
- ◆ Group discussion
- ◆ Role-plays
- ◆ Simulation
- ◆ Games
- ◆ Videos/films
- ◆ Brainstorming
- ◆ Programmed instruction
- ◆ Computer-Based Learning
- ◆ Question and answer
- ◆ Field Training
- ◆ Experiential Learning



DELIVERING WITH 3VS



THE 3Vs

Perhaps the most basic thing any new trainer will learn is the 3Vs, although in the Train-The-Trainer Master Class workshop, you will be exposed to many more techniques to ensure you deliver powerfully. The 3Vs are – Verbal, Vocal and Visual.

The 3 major factors in communication are

The words we used _____%

How we say it _____%

Body Language _____%

VERBAL

Verbal refers to the words we use. Words operate on a conscious level where both the speaker and listener will consciously think the words used. Although words are least impactful, it must be immediately understandable to the ear. When you use familiar and simple words, everyone will be more interested, attentive and receptive to your message.

The golden rule is: Keep It Short & Simple.

VOCAL

Pay attention to the tone in your speech. Avoid bad speech patterns and habits. These can include pause fillers such as 'umm', 'erh' and 'you know'. Other elements of tone include the following:

- ◆ Develop and Nurture your Natural Voice
- ◆ Control your volume and vocal projection
- ◆ Manage your speech rate and add variety
- ◆ Pause strategically
- ◆ Use your voice tactically



Vocal Tips:

- ◆ Make sure the audience can hear you clearly.
- ◆ Use microphone if you have to
- ◆ Speak well and Sound good.
- ◆ Prepare Stories, Jokes and Examples to captivate.
- ◆ Use Audio Clips
- ◆ Use of Music – careful selection is necessary
- ◆ Good quality sound system
- ◆ Quotations
- ◆ Good language mastery with proper diction, pronunciation and punctuation.

VISUAL

Powerful trainers appeal visually by having more than merely slides. Here are some quick pointers to take note of:

Visual aids can help increase persuasiveness by as much as
43%

- ◆ Pay attention to your dressing and color coordination.
- ◆ Colored Visual Aids.
- ◆ Use Animation.
- ◆ Add Pictures, Cartoons, Photos, Figures and Diagrams.
- ◆ Utilize Flip Charts and Whiteboard.
- ◆ Project your slides with Multimedia (LCD) Projectors.
- ◆ Add visually exciting Video clips. People pay to go to the movies.





CLOSING





3 Q&A TECHNIQUES

ALWAYS THANK THE ASKER

ENCOURAGE QUESTIONS

- ◆ Make the environment safe.
- ◆ Open and Encouraging Body language
- ◆ Acknowledge the asker: Thank you for the question; Excellent question!
- ◆ Ask the questions yourself.

NO ANSWER?

- ◆ Park
- ◆ Redirect
- ◆ Be Honest

CLOSING YOUR TRAINING SESSION

Don't let your speech limp to a close after the last question with "Well, if there are no more questions, that's about all, folks." Instead, firmly conclude with your prepared closing.

Here is where you actually use your prepared closing—that pithy quote or challenging question that will leave your audience charged and ready to act. In fact, some presenters prepare two closings: the one that ends their prepared speech and leads into the question-answer period and then one that wraps up the entire session with high impact.

If you're lucky, you may happen to get a question that's a great lead-in to your prepared closing. If so, use it as impetus to your conclusion and you'll look more eloquent and in control.

CLOSERS

- ◆ 7 +/- 2 Chunks of Information
- ◆ Recap – Get Involvement
- ◆ Use a Story
- ◆ Ask a Rhetorical Question
- ◆ End like the Beginning
- ◆ Quotations
- ◆ Unusual Impact
- ◆ Alliteration - 3 Words beginning with same letter
- ◆ Use Involvement Strategies – Round Robin, Quiz
- ◆ A Visual Message





TRAINER PROFILE



Dr. Billy Kueek is a dynamic and inspirational trainer/speaker who consults, speaks and trains in areas relating to Presentation/Communication, Selling/Negotiation, Personal Empowerment, Leadership, Trainers' Training and Soft Skills.

He holds a Bachelor degree in Organizational Psychology, a Masters degree in Business Administration (MBA) and a Doctorate degree in Business Administration (DBA).

Billy is trained in multiple disciplines and has varied interests. These are some of the certifications he is accredited with.

- ◆ Certified administer of The Enneagram
- ◆ Certified NLP Trainer (ABNLP)
- ◆ Certified NLP Coach (ABNLP)
- ◆ Certified Master Clinical Hypnotherapist (IACT)
- ◆ Certified Stress Management Consultant (IACT)
- ◆ Certified Instructor in Emotional Intelligence (6 Seconds)
- ◆ EFT (Emotional Freedom Technique) practitioner

Since 1998, Billy has delivered training for spoken to audiences from more than 20 countries. Effectively bilingual, Billy has also been delivering training workshops in China since 2001. His personable, flexible and inspiring character coupled with his vast experience in training all levels of personnel across industries and cultures makes him an ideal trainer/speaker of choice for many organizations.

Billy regularly contributes his writings to organizational newsletters, Periodicals, Management Journals such as Marketing, Tempo, SWA and The Straits Times. He also makes regular on-air appearances as guest speaker on NewsRadio 938, 93.3FM (Singapore), Pas FM and Smart FM (Indonesia).

He is author-presenter of audiobook "Unleash Your Potential", Master Trainer in the DVD training program "Train-The-Trainer" and author of "Creating Sales MAGIC" which has sold out three prints in 2 languages. Last year, Billy published his second book "Top 25 Tips to making Money in Speaking" and his third book "Using Psychological Techniques in Selling" became a best-seller in Malaysia and Indonesia. Billy is currently working on his fourth book and a mini series of subliminal audio CDs.

When he is not traveling on weekend assignments, Billy either sings in the CLVC choir in his parish church together with his family or he will be enjoying the thrill of speed in his car at a nearby race track.