

A UNIQUE TRAINING PROGRAM THAT WILL

**REALIGN YOUR
DIRECTION**

**REINFORCE YOUR
DETERMINATION**

**REALISE YOUR
DESTINY**

TRAIN THE TRAINER

MasterClass =

Designed & Delivered by **Dr. Billy Kueek**

This program is about
recognising your individuality as a trainer,
refining the art of training,
& **realising** your training aspirations.

Your journey towards training excellence begins **NOW!**

This programme is all about your quest to achieve excellence in training.



Have you ever aspired to...

- **Live** a fulfilling and satisfying life with a rewarding career in training?
- **Learn** how to design impactful training sessions?
- **Acquire** proven techniques to deliver training programs that creates memorable experiences for your audience?
- **Learn** over 50 ways to involve participants in your training programs?
- **Add** energy and excitement into your delivery?
- **Find out** the 38 ways you can increase your effectiveness?
- **Effectively Plan** your lessons with 5-Dimension Planning table & Mind-scaping techniques?
- **Discover 20 Ways** to Create a participant centered workshop?
- **Master 13 Training Methodologies** to ensure a highly engaging training session?
- **Explore 9 Strategies** to Involve your Audience?

COURSE OBJECTIVES

- Provide a **practical overview** of the entire training function.
- Learn you with **crucial survival skills**.
- Introduce approaches to **Training-Needs-Analysis**.
- Prepare you to design **effective course outlines**.
- Equip you with a repertoire of **training strategies** and shows you how to select the best combination of strategies.
- Empower you with understanding of your current speaking skills level and provides tips to assist you in **projecting confidence and enthusiasm**.
- Help you **avoid making mistakes** of new trainers.
- Give you the **tools to evaluate** your courses.
- Explore your **new skills** during practical sessions.
- Supply you with a **comprehensive course manual** full of examples, checklists, models and job aids to use as a reference after the workshop.

WHO SHOULD ATTEND

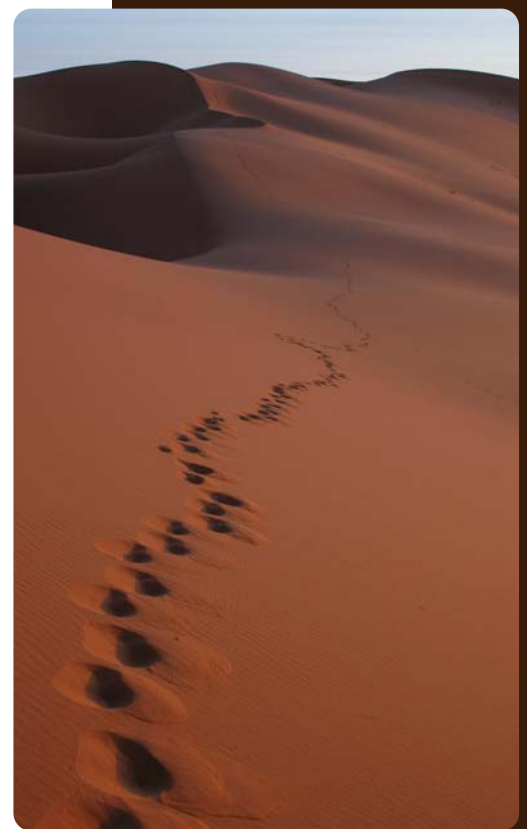
Whether you are a member of the human resource department, a manager with subordinates, a budding motivational speaker, an aspiring trainer or entrepreneur, you will benefit from this program.

This workshop is for...

- Corporate and Institutional Trainers
- Aspiring Trainers
- Human Resource Executives, Managers and Directors
- Line Supervisors, Managers and Company Directors
- Anyone who desires to enhance their skills as a speaker/presenter

We're all pilgrims on the same journey, but some pilgrims have better road maps.

~ Demille, Nelson



JOIN THE
TRAIN THE
TRAINER
MasterClass
NOW!

“30 years in SIA, I have attended training workshops by various renowned trainers and speakers. This is one of the best courses I have attended. The Train-The-Trainer Workshop is easy to understand and relate to. Job well done by Dr. Billy Kueek.”

~ Check Training Supervisor,
Singapore Airlines

“It is a useful workshop where practical applications have been demonstrated. Dr Billy 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

“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

PROGRAM OUTLINE

PRINCIPLES



- Components of the Training Cycle.
- Principles of adult learning and how to apply them.
- Key Concepts in Adult Learning.
- Success Competencies of trainers.
- Building a Trainer’s Resource List.

NEEDS ANALYSIS

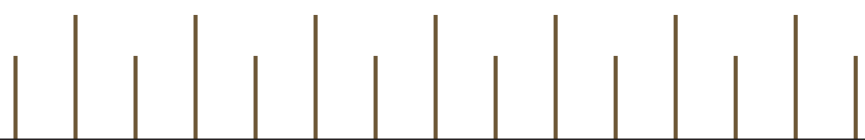


- Conducting Training Needs Analysis.
- Constructing Training Objectives.

DESIGN



- Key factors in successful programs.
- Instructional design and learning priorities.
- Audience management Strategies.
- The 3 essential parts of every program.
- 30 Training Methodologies you can use.
- Combining Training Strategies.
- A course structure guaranteed to work every time.
- Using the 5-Dimensional Approach for lesson planning.
- ATTENTION Strategies.



DELIVERY



- Overcoming common mistakes of trainers.
- Delivering Participative and lively sessions.
- Setting up a classroom properly.
- How to establish an exceptional climate.
- Dynamic icebreakers and when to use them.
- 10 Opening Techniques.
- Communicating Effectively, Powerfully and Convincingly.
- Visual, Vocal and Verbal Impact.
- Motivating your learners.
- Improving your speaking skills.
- Developing your own natural style.
- Question-Fielding Techniques.
- How to handle tough questions and questions you have no answers for.
- Closing Powerfully.

EVALUATION



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

CONTINUED DEVELOPMENT



- Your career development plan.
- A plan for your first 18 months.
- Associations you can join.
- How to find resource materials.
- The best books and periodicals.
- Educational opportunities that won't interrupt your career.
- Principles to guide your training career.

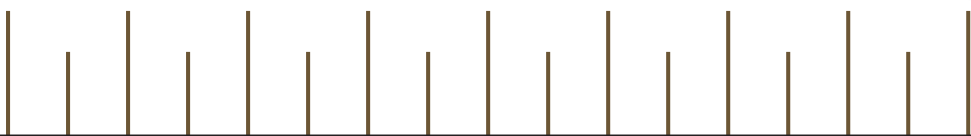
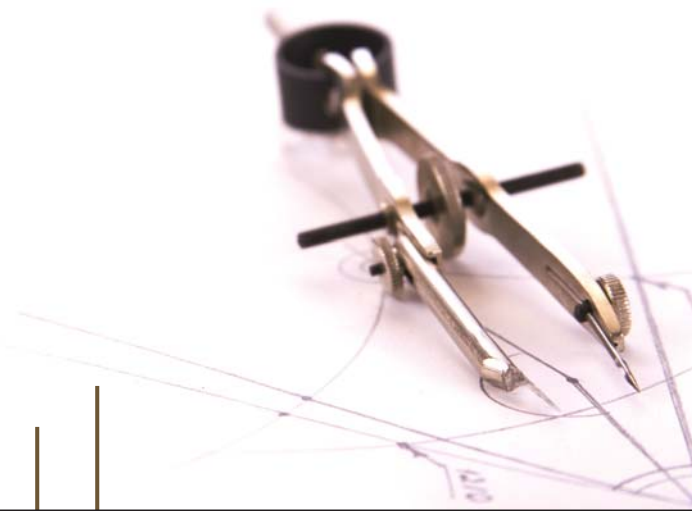
COURSE MATERIALS

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 participants will be granted rights to photocopy for their use after the workshop.
- Personal Resource List.

“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*



SPECIAL FEATURES

Micro-Training Laboratory

Each participant will conduct practice training sessions which will be video taped for peer feedback and Master Trainer recommendations.

At the end of the 4 DAYS you will be able to:

- Apply principles of adult learning to the entire training system.
- Determine when (and when not) to train employees.
- Plan a needs analysis system.
- Analyze learner background to target a course accurately.
- Design and writing impactful learning objectives.
- Select the appropriate combination of learning strategies.
- Select the most effective combination of instructional methods.
- Develop 5-Dimensional lesson plans for maximum effect.
- Employ effective public speaking skills.
- Deliver sessions that motivate participants.
- Build the latest training techniques into your programs.
- Promote maximum learner participation.
- Plan your continued development as a training professional.
- Determine if your program met its objectives.
- Measure the effectiveness of your courses.
- Design follow-up activities to training.
- Apply techniques to market and promote training in your organization.



TRAINING METHODOLOGIES

Watch and learn skillful applications of varied training methodologies, not simply by lectures and theory but observe how International Master Trainer Dr. Billy Kueek demonstrates in class.

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

- Dynamic & Highly Engaging Presentations
- Masterful applications of evocative metaphors
- Demonstrations
- Experiential Learning Concepts
- Engaging Visual Aids
- Learning-Focused Video Review and Analysis
- Personal Coaching 1-On-1 or small group coaching
- Fun & Objective-Oriented Simulations
- Group Facilitation, Brainstorming & Strategic Discussions
- Role plays and exercises
- NLP Installation Strategies

PROGRAM DIRECTOR



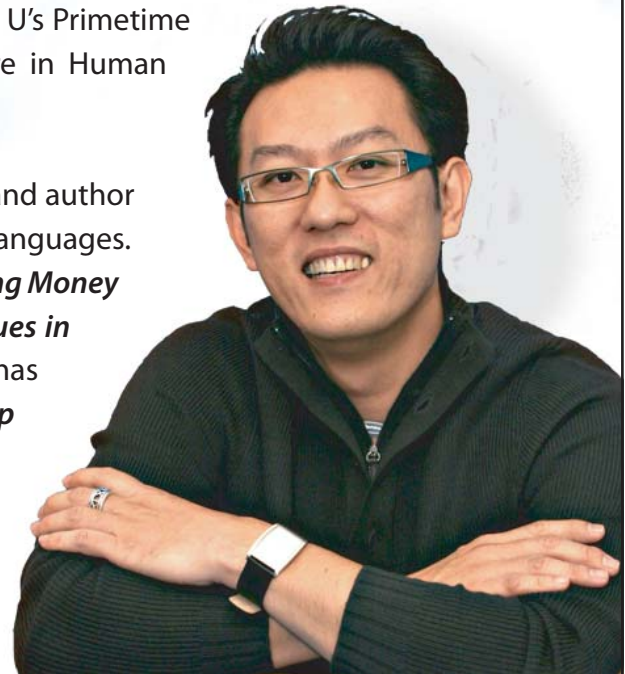
Dr. Billy Kueek is a dynamic and inspirational Master Trainer/International Speaker who trains and speaks in a variety of core skills topics.

Over the last 12 years, Billy has conducted thousands of workshops and spoken to hundreds of thousands of people from more than 40 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. Every session with Billy is guaranteed to be Engaging, Entertaining and Empowering.

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, Pas FM and Smart FM. Billy was also recently featured in Channel U's Primetime news in a Personality Profile segment and as Guru-For-Hire in Human Resources magazine.

He is author-presenter of audiobook *Unleash Your Potential* 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 has just released his DVD *Train-The-Trainer Mini-Workshop* program and is working on producing a series of subliminal CDs, another audio CD and his fourth book.

When he is not traveling on weekend assignments, Billy serves his parish church singing in the CLVC choir at The Church of The Risen Christ.

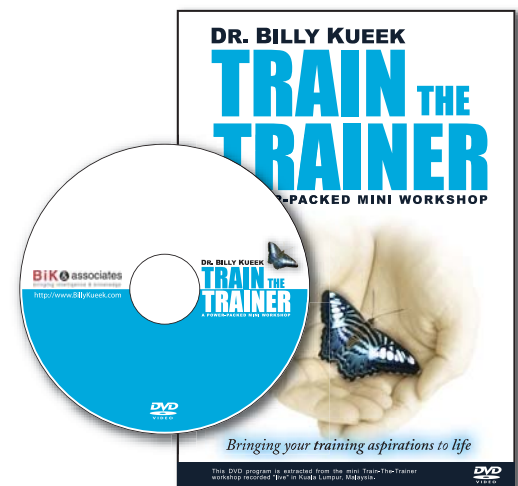


OUR GUARANTEE



We believe that your satisfaction is vital. Therefore, if you should become dissatisfied lunch time of Day 1 of the Program, simply inform the instructor and we will give you a full refund of your fees.

In addition to being qualified Trainers, our trainers are hand-picked, mentored and certified by Master Trainer Dr. Billy Kueek.



Also by Dr. Billy Kueek



WHY MUST YOU ATTEND

This is not an ordinary trainers' training taught with textbook materials.

This program is about **creating powerful trainers**. It is recommended for those wanting to join the training profession, or currently involved in some forms of training or want to start up your own training business.

This workshop will provide you with the skills and methods for **designing and implementing effective training courses, programs, and workshops**.

Participants will be empowered with **wholesome knowledge on Training and Delivery**. The course will emphasize **hands-on practice** of experiential/participatory training methods in micro-training sessions. Exercises will also be conducted for **self-discovery** and **upgrading of participants' skills** in curriculum development, lesson planning, materials development, delivering and monitoring and evaluation of training programs.

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

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