

TOP 5 WAYS TO ENSURE YOUR DELIVERY DOESN'T SUCK

Take the mindset of the student when developing the training. If you're BORED while you're planning- imagine how AWFUL the delivery will be to your audience. Don't be basic. Don't be boring. Don't be about YOU. Get out of your own way.

WHY WOULD I CARE- CREATE PURPOSE

CREATING the PURPOSE is essential. Spell it out for your students, list the learning targets for the training and follow through on promises that the learning will be meaningful and personal. These statements should be measurable and readdressed at the end of the learning.



WHY SHOULD I ENGAGE- SET THE STAGE



As the instructor it is your job to set the stage to ENGAGE. The best way to ensure your audience will listen to what you have to say is to put yourself in their shoes. If YOU were in the audience- what would you want to hear, talk about, do in order for the content to make sense?

WHY DOES ANY OF THIS MATTER- RELEVANCY

Your audience WANTS and NEEDS to know WHY and HOW. They need to know how your message will matter to them on the job. This might mean you need to STOP talking and START having them DO. You want your audience to GET IT? Stop talking AT them and create opportunities for your students to actually practice what you're preaching.



HOW WILL THIS REALLY HELP ME- CUT THE FLUFF



FOCUS on the skills they will remember. In the teaching world we often compare learning to a bullseye. When we spend our time on the bullseye information our students believe the promises we have made because they can see we have planned for THEM, not us. Give them what they came for.

WHAT MAKES THIS DIFFERENT- IS IT WORTH MY TIME

Plan with your audience FIRST. They came to learn from you, but that doesn't mean it has to be ABOUT you. It's about them. Remember what it was like to BE THEM and then make the experience more meaningful, relevant, and engaging than anything they have ever experienced before.

