



# Brain Friendly TRAINING

keeping a head above the rest...



## TRAINER SKILLS INTENSIVE

MAXIMIZE YOUR TRAINING & TEACHING IMPACT  
by effectively engaging Learners in the learning process



**Brain-Friendly Delivery Skills to Engage Learners**

**Accelerate Learning**

**Make Learning STICK**

**Word of Mouth** referrals are the life-blood for any trainer, and are the most cost-effective marketing tool that we have.

These referrals come from **happy clients**. These clients are participants who received great training that **engaged and inspired** them; and organisations who received great **return on investment** due to practical **learning transfer** back into the workplace.

Whilst there has been an emphasis on good assessment skills for trainers to help meet Audit requirements, there has been a gap in giving Trainers really **effective delivery skills**. Yet it is **excellent** and **effective training** that will build your **reputation** in the market place.

Laurie Kelly has been running his extremely practical 'Training Impact' program since 2001. This program is about giving trainers practical skills to **Engage the Learner**.

### THE SECRETS OF GOOD TRAINING

The evaluations still coming in from staff are totally awesome. It really was wonderful to experience your energy and wisdom based on so much experience. Thank you!

Mark Piddington – C.E.O.

We would love the opportunity to inform you about the practical nature of our time-tested and proven Training Delivery Skills seminar that we run both as a Public program and as an In-house workshop with training, educating, government and private organisations, along with our Online library of 'Train the Trainer' videos based on this workshop.

This Brain-Friendly course teaches delivery skills which go **BEYOND** current TAE40116, teaching you how to use Brain-Friendly training techniques so that participants will leave your training programs energized and confident to implement strategies to achieve real behavioural change!

He delivered specific content in amazing ways without us realising that he had funnelled us to where he had exactly wanted us to be. I would thoroughly recommend this to all trainers, teachers, parents, employers as it is applicable in every situation. Can't wait for the next opportunity to expand my thinking - Thanks Laurie! Gael C – Bowen Training



## COURSE CONTENT (PLUS MUCH MORE)

### 1. Engaging your audience

- How to engage your audience
- How to gauge and respond to your audience's expectations and interests
- How to gauge the pre-knowledge of the group and encourage them to contribute their knowledge to the group



### 2. Your training style - we are all UNIQUE

- What is your learning style and how does it impact on your training style?
- How to keep your training style fresh and relevant
- How to present well to the group
- How to effectively facilitate the group



### 3. The training room/learning environment

- How to create an effective learning environment
- How to grab the group's focus



### 4. Activities to encourage interaction

- Different resources to encourage interaction, increased energy levels

### 5. Encouraging positive mindsets - State is Crucial

How to combat nervousness, encourage excitement in learning and keep your participants focused

- Creative Session Openers – generating excitement about the learning possibilities
- Overcoming negative mindsets – so behavioural change is possible and they don't give you a hard time
- VAKT – how to build these perceptual modes into your sessions – your participants will be immediately engaged
- Getting movement in the training room – gets the energy up, engages mobile learners, and minimizes boredom and distractions
- Keep them awake after lunch – so when you are on the graveyard shift your sessions have vitality and impact
- Keeping the group on task – so you get through the material and are not high-jacked
- Six fun ways of appointing scribes and relieving tension – so people are having fun doing necessary tasks
- Build positive experiences – so people leave feeling confident and rapt in you as a trainer, and willing to change behaviour



### 6. Keep it real

Keeping focus on the WIIFM factor

- Improve the way learners transfer and apply the learning back into the workplace
- Raise the credibility of training by finding better ways of linking it back into the workplace
- Help participants to create truly compelling learning goals, that keeps them engaged and energised
- Design your training with the end in mind. What experience do they need to assist them achieve this outcome?



### 7. Evaluation and feedback techniques

How to find out what your group is thinking

- How to lessen anxiety in the plenary feedback sessions – so people are relaxed and focused on the sessions, and you get honest feedback
- Feedback Cards – so that you know exactly where all of the groups thinking is, not just the verbal few
- Evaluation techniques – so that the group is focused on continuous improvement



Check the website for current information & future Public course dates for the Year - Brisbane, Regional, Interstate and beyond ...  
And ... we can add more dates and your city if you wish - or we come to you for an In-House session

Contact us direct or via our Websites! <http://www.lauriekelly.net>

## 8. Presenting your resources and materials

Are your resources responding to the different learning styles (e.g. are they tactile, colourful etc?)  
Are your training manuals aesthetically pleasing and easy to comprehend?

- Whole Brain Learning Techniques – such as use of stories, metaphors, humour, graphics, colour, overviews, factual input – so that your material is presented in a way that people learn and succeed
- Creative Chart Work – engages the visuals and makes you look professional
- Creating relevant ice-breakers – so that you are not wasting valuable time
- Use of Graphics – brighten up boring and dry content
- Utilizing tactile resources that make your material is relevant to those who need to 'touch' it



## 9. Memory and reading techniques

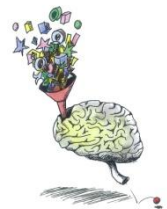
How to teach your group to read faster and comprehend more  
How to help with memory training and build retention

- Pre-reading – participants will love you forever for this one when they learn the tricks to read and comprehend at a speed they never thought possible – straight away
- Six different methods to build retention, so they get it, can recall it and use it – so your training sticks
- Memory training



## 10. Brain Friendly Training

- Keep it Real - make it highly business focused
- State is everything - get participants into a highly motivated, resourceful state to learn. They will then use this state when applying the learning
- Honour uniqueness and difference – tailoring training to the learning styles of the participants and to the unique culture of the organization
- Make the training rich and Multisensory
- Have participants create meaning of the information, not just consumption - then they will use it



This workshop is for trainers who want to make an impact, come up with new ideas, think creatively and achieve high-energy, high-impact training programs.

***Come on board with Laurie Kelly & Brain Friendly Training workshops  
for Training Excellence***

### OUTCOMES - What to Expect:

 **Tips on engaging and inspiring your learners**

 Learn more about **practical learning transfer** techniques

 Have more of an **impact** on your learners



Your trainers will experience Brain Friendly Learning in practice. 'The talk will be walked...'

They will understand some basic brain physiology, but more importantly, what this actually means in the teaching environment and how relevant it is for successful learning outcomes.

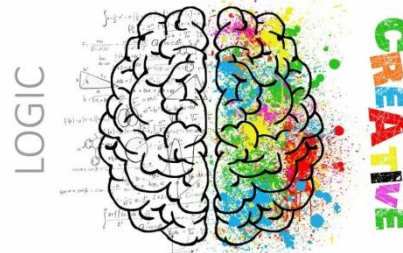
The program is based around five brain friendly principles. These Principles cover engagement and empowerment.

How do you deliver your content in a Brain-Friendly way and get it to stick, and have the students engaged and excited?

1. **Keep it Real** - RAS Alert (Reticular Activity System of the Brain); Big picture overviews; WIIFM (sales principles of What's In It for TheM); Flipped Classroom; Goals and Motivation
2. **Learners are Unique** - What are practical things you can do to engage the various Learning Styles of your students, including the Visual, Auditories, Kinesthetic and Tactiles, Global Learners and the implications of Left and Right Brain Tendencies
3. Teaching has to be **Multi-sensory** to maximise retention and recall. There are simple things to do to ensure this
4. Get them **Creating not just Consuming** using the 80% of Brain Neurons which are referred to as 'Pattern finding Neurons'.
5. The **Learner's Mental State for Learning is the Key**. So how do you manage the 'environment' and 'delivery' to create a resourceful Learning state for the Student?

There are five key states:

- Get them Curious
- WOW state
- The 'Yes success' state
- The Challenge
- The Transfer

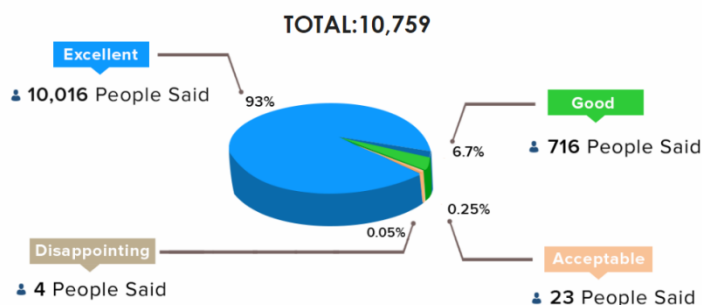


The one day '**Trainers Intensive**' program aims to put these principles into practice through modelling, not lecturing. Topics will include:

- **Early Engagement** - getting them mentally present in the room, not just physically present
- **Overviews** and how to set the learner up to focus on what you want them to focus on
- Use of **Universals** with stories and metaphors to resonate with their experience. Linking to **Prior knowledge**
- The NLP technique of Pre-pacing and **Conscious Convincers** as powerful learning tools.
- **Left and Right Brain** tendencies, and the classroom implications
- How to engage **Global Learners** who are the biggest learning style group, yet most neglected, and have them eager for more
- Base your teaching on the Sales adage **W.I.I.F.M. (What's In It For TheM)** so your passion is firing and they will react and buy into the learning
- How to set up a **Revision** schedule based on good Neuro scientific principles, so information has maximum possibility to embed and transfer into desired behaviour

This workshop will be very interactive. It will put theory into practice.

#### FEEDBACK & EVALUATION SCORE



**'The TAE40116 gives you the Framework of Training & Assessment; we give you the PROCESS of Delivery & Engagement'**



#### WHAT OTHERS HAVE THOUGHT OF OUR TRAINING

This is our Composite Evaluation Chart from participants that have done many of our courses over the past few years, collated from completed evaluations from a selection of in-house & public workshops

**THIS IS TOP-QUALITY PROFESSIONAL DEVELOPMENT** packed with energising and engaging presentation & delivery skills

By Senior Consultant & Trainer

**Laurie Kelly**



Our Seminar title **"Trainers Skills Intensive"** says it all:

- 💡 rekindle both your passion for training or teaching, *and* your audience's desire to learn
- 💡 Recapture your enthusiasm with Brain-Friendly techniques that will ensure your delivery is:
  - motivating
  - attention-grabbing
  - enjoyable
  - and that your content STICKS!

We all learn in different ways, and our workshop will ensure that your delivery reaches the widest audience possible, by instructing you in a large number of skills, tips and strategies to get your subject matter across. BE 100% effective - and have FUN doing it!

***Refresh and upgrade your skills, generate new ideas, and excite your students to learn ... and to keep on learning ...***



**AIM HIGHER  
FLY FURTHER  
AND HAVE EXCELLENCE AND EXCITEMENT  
IN YOUR TRAINING**

**AVAILABLE AS BOTH A PUBLIC COURSE AND AN  
IN-HOUSE WORKSHOP**

### **POST WORKSHOP**

- The group will receive comprehensive suggestions for further development, together with recommended resources
- All participants will be subscribed to Training Tips by email
- All participants will be invited to keep in touch to receive ongoing coaching to improve their design and delivery
- A great opportunity to refresh and enhance your delivery skills with over 160 ideas, tips, techniques and tools to make your delivery 'even better'
- An ideas-packed Resource/Workbook and other quality Resources & Handouts valued at over \$130
- Face-to-Face Professional Development where you will experience the 'talk walked'
- Leaving the workshop with your next seminar delivery ideas all planned
- Bouncing these ideas off the other trainers present and helping each other to push the boundaries of engaging the learner ... **invaluable**
- PLUS - Ongoing support over the next six months so the ideas work for you ...

***Contact us and come on board for Fun & Effective Training Skills***



**Brain Friendly  
TRAINING**

**Laurie Kelly & Brain Friendly Training**

Proven-Quality, Brain-Friendly, Sticky-Learning at its finest!