

TRAINING THE TRAINER

Techniques to stimulate, motivate and teach your trainees the most in the shortest time.

COURSE CONTENT

Top athletes seek out the best coaches. The best coaches train to be the best coaches. To win consistently in a competitive marketplace you need to seek continual improvement. Our company has worked with some of the finest organisations in the world. We don't just teach the techniques of one approach; we bring to your team the amalgamated best practice of many organisations. Your trainers will learn 'how to', from those who have really know 'how to!'

You cannot afford to 'shoot from the hip' when it comes to developing your employees. They're too crucial to the health and growth of your organisation. The best training is both a science and an art. You have to know the proven principles of adult learning, training and development; then have the personal confidence to apply them skilfully. This Benson & Company programme provides the essential tools and techniques to empower and motivate your workforce.

Just Some of the Programs Key Elements:

- **Training on a budget?** Cutting edge, cost-conscious training plans that save you money without sacrificing quality. This means that you get a higher value in (and from) your training.
- **How to make trainees want to learn:** 6 ways to motivate the adult learner. When your teams want to learn, the learning "sticks" and is applied in their workplace.
- **Professional tips for visual aids:** 4 ways to add pizzazz and punch to your training programmes. A good trainer can "Talk and Chalk", But how? If you have to get the training done efficiently, you need to understand these principles.
- **When to use humour** – and when not to. Humour is like yeast in bread. Too much and it gets out of control – just right and it raises the standard.

- **How to spot training needs early** before deficiencies reach crisis level. "A stitch in time really does save nine". Or, 900! A good trainer does fix things; however, most of the time they are focused on making good, great and best, better. They are in the frame to spot the early indication of the 'wrong' way. This is how they do it.
- **When is a question** a worthwhile question, an interesting reflection, a provocative rejection or a speculative summation? Does a question have to be answered? Should it be you that answers? Should you be like Socrates and establish understanding through good questions? When to use 'question and answer' training, with plenty of tips for thinking on your feet.
- **A sociology professor once said** the enormous potential of a human mind pales into insignificance when compared to the potential of several collaborating human minds. (the whole is greater than the sum of the parts). Your trainers will understand the principles of successful group working. How to plan for it, organise it and involve their trainees. How to draw out the key learning and have the group commit to use and adapt what has been learnt into their daily working day.
- **Review, Rewind, Relax and Restore.** 4 of the Techniques to check training has been remembered and understood.
- **Personal Best:** Guidelines to help you develop a professional presentation style that will increase your confidence and effectiveness. Your trainers will discover the PIER programme. And it works just as well for the trainees as it does for the trainer. In other words; a tool for trainers that is immediately useful as a tool for trainees. A must have for on-going improvement.

You may have good coaches. You have good trainers. But are they as good as they could be? And are they as good as your competitors? In a race, just an inch in front of a rival is a Win. On the track there may be second place, however, in business second place means nothing. If your team is to be "the best" then your trainers and coaches are responsible. But, how do you get your trainers to be that good? How do we get them to be the trainers and coaches of your "winning" teams?



THE BEST PRINCIPLES OF Training and Teaching in Action

CONTENT CONTINUED...

- **Debriefing** – How and when you should do it. How it can be enjoyable. How it can be welcomed by the trainee and, How it can be a smart process for future training and growth.
- **How to use a 'Training Needs Analysis'**. Better still, how to create a "Training Needs Analysis" style that will transfer ownership to those who will be trained.
- **Learning "resistors" and how to use them**, also what to do with difficult "know-it-alls."
- **Learn innovative ways to use experienced employees** for day-to-day training — and make it a great learning opportunity for all involved
- **How to find out if a training program was effective** — 4 methods to accurately evaluate training outcomes.
- **Learn to judge when and how to use prepared training materials**, independent trainers, consultants, and other outside sources.
- **Pinpoint training needs more precisely** with questionnaires and surveys — our step-by-step instructions show you what and when to use.
- **Master new methods to motivate trainees**
- **And more, all styled to meet your key objectives.**

This powerful Benson & Company training program will teach you the latest training ideas and techniques. Successful companies know that if they are to remain competitive, productive and profitable, they must provide their employees with on-going, results based training... whether you're new in a training position or fully experienced "Training the Trainer" will help you achieve your goals.

"You involved the group and made us work and think throughout the day, which made it a very effective session." **Life Assurance Holding**

"The trainer was lively, enthusiastic, interesting and knowledgeable. He engaged all the participants..." **Wrexham County Borough**

"...it was pleasing to note that prior to the course, you spent time identifying our specific requirements...your presentation style and considerable knowledge of the subject kept everyone's interest and involved them in the subject..." **Norfolk Constabulary**

Our consultants and trainers are extremely experienced and talented professionals. We can create a program covering other topic areas that you may want to explore. Please contact us at info@bensonandcompany.net for more information about any of these or the following:

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| <input type="checkbox"/> Time Management | <input type="checkbox"/> Project Management | <input type="checkbox"/> Communication Skills |
| <input type="checkbox"/> Dealing with Difficult People | <input type="checkbox"/> Stress Management | <input type="checkbox"/> Presentation Skills |
| <input type="checkbox"/> Leadership Skills | <input type="checkbox"/> Supervisory Skills | <input type="checkbox"/> Personal Assertiveness |
| <input type="checkbox"/> Team Building | <input type="checkbox"/> Customer Service | |

If you would like additional information on Benson & Company Key-note and Business Speaking services, call or email us at the address below.



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