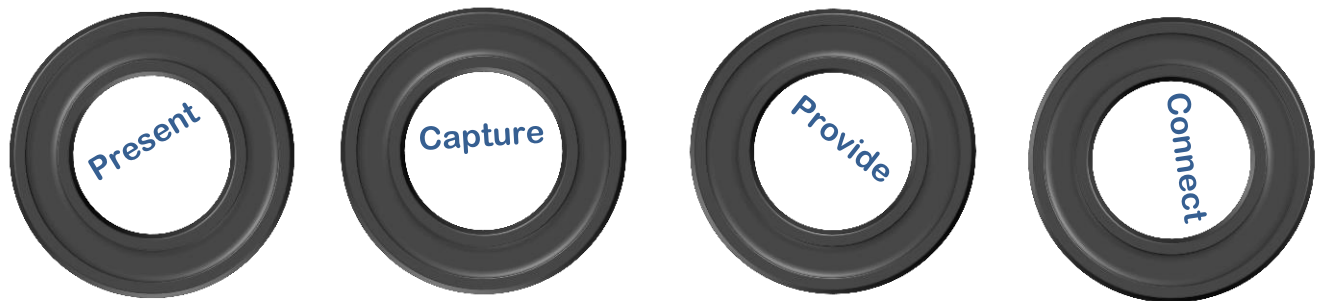


# Strategies to Deliver Your Training

A Guide to Use Your Training Wheels to Deliver Your Training



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# Introduction

## Are you ready to start your *training*?

It takes a lot of skills and preparation for a trainer to train. At first, you may think about all the technical, verbal, and communication skills you have to offer a successful training session to your target audience. However, the results are reached beyond a skillset level. In reality, there are things you may or may not expect that could cause some challenges you face in the delivery of information from your training. The most important thing is learning to deal with those challenges and still be able to provide the audience with the necessary information that is valuable to their knowledge. *Without proper training delivery, you do not have all the answers.*

## What will you learn from this training guide?

In this guide, you will learn about four strategies you can use to focus on to deliver your training such as to *present, capture, provide, and connect*. Each of these strategies pertain to certain tools used for training such as presentation tools, capturing methods, what you provide to the audience in terms of learning material and incentives, and using communication wisely to connect with the audience and get feedback from your training. You can think of these strategies as your *training wheels*. You will learn how to use these strategies wisely to begin and end your training.

At the end of your training session, the audience should be able to use your training as a tool or a reference that can guide them through the learning process of what they were trained on.

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# About Training Delivery

## Relationship with the Audience

Before reading into the four training strategies to present, capture, provide, and connect, it is important to know who your audience is, their level of knowledge that relates to the topic you are training, background, and choose the most vital information needed to enhance their knowledge of the topic.

## Know Yourself as a Trainer

It is important to know that each trainer has different types of training skills and strengths. Some trainers have more skills in one area than the other. This is known as your *training style*. You should use training styles that you know can best deliver the model of your training while you meet training standards and requirements. For example, if you are not a type of trainer to remember everything, you need to carry your written index cards or notes to use them as a quick reference to get your point across. If you are a type of trainer who is advanced in technology, use it to your *advantage*. Use interactive links, YouTube videos, graphics, but also use them when and if *necessary*.

# Present

To present is to show, explain, and describe. This entails what, how, when, and why. The act of presenting is also known as a presentation. Now a days, technology has been a major component in presentations for training delivery for many reasons. It is used essentially to grab the audience's attention. It helps the audience to remember highlights pertaining to the topic. Features used to present training topics from various media tools such as PowerPoint, Smart Boards, and YouTube videos, are interactive and help to motivate the audience in engaging training activities and enhance their knowledge of the topic.

## Advantages

According to [free-management-ebooks.com](http://free-management-ebooks.com), the interactive presentations help to explain and describe points specifically to break down the understanding of the topic. While doing so, there are limitations you can face, but there are also solutions to resume delivery of your training. Below are positive results you will achieve in using presentation techniques from your training:

- ✓ Interactive illustrations.
- ✓ Images as visual aids in learning concepts.
- ✓ Display samples or prototype.
- ✓ Emphasize key points or elements.
- ✓ Show diagrams or pictures to have a deeper meaning of your key points.
- ✓ In addition to presentations, it is also helpful to use demonstrations such as a product or other objects as a supplement to your key points.

## Limitations and Solutions

While presentations are very useful in conducting training, there are limitations to consider. From [free-management-ebooks.com](http://free-management-ebooks.com), the following limitations and solutions are listed below:

1. **Attendance:** Not every member can attend the presentation due to various reasons such as more important presentations they need to attend, personal reasons, etc. However, this can be solved by conducting online presentations, or online training which is known as elearning. The same information you present can be developed online through the use of advanced technology and training team coordination.

2. **Background Information:** During presentations, you don't have time to introduce background information of the topic. To solve this problem, you can provide handouts, reference guides, or glossaries to give the audience and help them understand the background of the presentation.
3. **Audience Relies on Speaker:** The effectiveness of the speaker is relied on by the audience at the pace of the speaker's delivery. Some people may not catch the message on time and can miss the point of the presentation. However, this can be avoided by allowing the audience to ask questions not only at the end of the presentation, but after certain key points during the presentation. It all depends on the learning background of the audience.

# Capture

To capture an audience is a vital characteristic of a presentation. Capturing the audience is grabbing their attention and keeping them in the “aha” moment. According to Parkinson (2013), the reasons why your ability to capture must be consistent is because your brain can get tired and you will eventually lose your focus. Therefore, the audience will feel no need to pay attention to what you are presenting or saying. Parkinson describes the following techniques that can be used to capture the audience’s attention:

1. Surprise the audience by doing or saying something shocking or unexpected such as an image, noise, music, etc.
2. Use ‘Cognitive Dissonance’ by keeping your audience guessing out activities you use as puzzles, quizzes, and games.
3. Storytelling is a way to compliment your presentation, but make sure it is relevant to the topic.
4. Get your audience involved by asking them to participate in training activities. Have an open discussion to discuss what or what did not work about the activity.

## Advantages

Capturing an audience can have a positive impact on how they feel about the presentation and the topic presented. It helps them see the importance of what they are being trained on and why. It also helps them to remember key points that they need to know.

## Limitations and Solutions

According to Wyes (2014), there are two ways an audience pays attention, neck-down and neck-up attention. Neck-up attention is when the person must pay attention to the trainer when he or she speaks. Neck-down attention is when the person has no choice, but to listen to the trainer. The audience rewards you by paying attention. Therefore, it is important for you to maintain that attention. While capturing the audience’s attention, there are things you must consider before they break away from your key points:

1. **Keep it Short and Clear:** People’s minds can only absorb so much information. Before speaking to an audience, breakdown the highlights of your information only so it will be easier for them to remember.
2. **Be Natural:** If you are not a comedian, don’t try to tell jokes. You can have your natural sense of humor come through and it will be persuasive enough to the audience to keep their minds active. Then you are in for a neck-up attention.

3. **Keep Your Information Suspenseful:** For each key point you make, make sure it develops from previous key points. In other words, when you speak or present, make sure that each information you deliver is going towards a new direction so the audience is prepared to obtain new ideas and solutions.



# Provide

To provide in training is a strategy to make the audience feel welcomed and proud to be part of training. Though the audience has made an effort to show up for training, you are offering a service to them as well. *Remember, it's your audience.* It's part of building and maintaining a relationship with them whereas when you present and capture, you are building a chemistry with them.

## Advantages

Ways you can provide to an audience is meeting their interests and needs. This means you should first know your audience. With this also comes priority. You must offer what they need first before filling in the enjoyment because they are mainly at your training session to learn.

Let's look at a breakdown of what you should provide the audience with first to meet their learning needs and their interests:

1. **Additional Training Material:** According to [trainingtoday.com](http://trainingtoday.com), training material such as handouts are supplements to presentations. They can be used as reference guides to clarify or get more information. ("How to Conduct an Effective Training Session," 2016)
2. **Resources:** Let the audience feel free to obtain more information as they can about the topic. If it is relevant, provide them with a list of websites, contact numbers and/or directories, and publications that they can use to expand their knowledge.
3. **Supplies:** It doesn't hurt to have some writing tools available for the audience, even if they should come prepared.
4. **Rewards and Recognition:** According to [Eventbrite.com](http://Eventbrite.com), you should let the audience know they are going to receive an award or certificate for completion of the training. It gives them a reason to feel that what they do is important and valuable to an organization. It motivates them to continue learning and stay throughout the training. Your audience wants to feel acknowledged. ("9 Fun Ideas to Spice Up Your Workshop and Engage Your Audience," 2017 )
5. **Prizes:** After each person gets an answer right in a game, puzzle, or pop up quiz, have something valuable they can use as a prize such as supplies or other accessories such as headphones and calculators. It gives them the idea that they accomplished something.

## Limitations and Solutions

As you provide, be careful not to spoil the audience and try to reward them with things that will not help them. There are some examples you can follow such as:

1. **Material Must be Relevant:** Make sure that extra training material is relevant to the topic, but at the same time is not repeating what you provide in your presentation. This way you can allow more time to discuss new relatable information.
2. **Resources Must be Resourceful:** The resources you provide must contain information where the audience will most likely retrieve other types of material or data that can act as help guides. Otherwise, it will be a waste of time.
3. **Don't Reward Without Effort:** Do not just give away all your awards and prizes. Though you must be courteous and acknowledge your audience, let them know they are to be professional and follow practices to achieve any awards they can get, just as you need to be professional to receive recognition from your training management.

# Connect

Last, but not least, to connect has many forms of communicating with your audience. Connecting with your audience is also building a relationship with them as you do when you provide during training. This is the only strategy that is done during and after training. This is a crucial step in getting to know your audience as well and they also get to know you and begin to feel a comfort zone. When they are in a comfort zone, they are more open to express themselves in open discussions, participate more in activities, and always be ready to learn more about the topic.

## Advantages

According to Freifeld (2013), there is no connection without your engagement with the audience. It doesn't mean anyone has to be deep and personal about certain topics and discussions, but to have a deep understanding of the topic. It is all to share and implement knowledge. Connection goes on to ensure the growth and development of the audience. The following methods used to connect with the audience are as follows:

1. **Define Objective:** Find what your intention is with the audience. The audience wants to know "What's in it for me?" Let them know what they can expect to get out of the training and how it will have a positive impact on them.
2. **Engage in Conversations:** Share experiences that relate to the topic. Then ask the audience about their experiences. Ask questions after making certain key points. In addition, ask them again if they understand just to ensure.
3. **Eye Contact:** When speaking, look at your audience, especially if you speak to someone face to face.
4. **Conduct Activities:** Break the audience into groups and have them engage in activities where they are putting your training into practice. Ask them what they got out of the activity and how they think it relates to the topic.
5. **Icebreakers:** These are strategies groups can use to get to know each other. It also depends if it will help them participate more in group discussions.
6. **Get Feedback:** Allow the audience to give suggestions about the training. Be open to what they feel can be improved.
7. **Availability and Flexibility:** As soon as training is over, be sure to provide your contact information and let the audience know the best time you can be reached.

## Limitations and Solutions

There are lines you simply don't cross when connecting with the audience. If you are not sure, verify what the rules are with your management. Even though you do your best to connect with your audience, keep in mind it is for the purpose of understanding the material. Below are a few limits you should consider:

1. **Time Limit:** When hearing feedback from audience, be aware of the time you spend responding to questions asked. Give a brief and on point response. If someone from the audience wants to carry on, politely let that person you need to start on the next segment of the topic or you need to answer other questions before time runs out.
2. **Conversation:** Do not get deep and personal when conversing with the audience. Keep it on a professional level and be consistent with the topic.
3. **Choose Activities Wisely:** Make sure you choose activities that the audience is comfortable with. Be aware of any difficulties with physical movements. Take the opportunity to observe the type of communication style your audience has. Ask yourself if they are the type to socialize and are the majority more introvert. This can help you choose the type of training activity that is best for them.

## Conclusion

Training Delivery is not just about the techniques of delivering your message, but also the balance in which you deliver them. These four strategies to present, capture, provide, and connect have different roles, but are correlated to form one learning model. It is one learning model that would not exist without all four strategies. It is clear that they need each other to move in one direction. That is why it is wise to refer to them as your training wheels.

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