

# The Masterful Trainer™

by Interaction Associates

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## COMMANDING THE ROOM WITH CONFIDENCE

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Strategies  
and practical  
tips for  
high-impact  
learning  
experiences.

Even the most experienced trainers and workshop leaders sometimes doubt their abilities or feel they want to take their skills to the next level.

**The Masterful Trainer™** is a two-day clinic that can help both mid-level and experienced instructors:

- Express ideas with more confidence
- Increase their personal effectiveness
- Enhance what they already do well

The workshop offers proven techniques for creating high-energy learning environments that engage participants and produce results.

The Masterful Trainer™ is conducted by training veterans who are experts at assessing participants' skill levels and moving them to the next level of growth. You'll see how fresh ideas, humor, and enthusiasm create a dynamic learning experience that brings out the best in both trainers and participants.

### WHO SHOULD ATTEND

Experienced trainers responsible for training groups in a participative, facilitative manner will benefit from this workshop. This course is not applicable to strictly technical training or one-on-one training.

### BENEFITS FOR PARTICIPANTS

Participants in The Masterful Trainer™ will learn to:

- Create training environments in which participants share responsibility for success
- Stimulate participants' imagination and creativity
- Manage group interactions more effectively
- Handle resistance and other difficult situations
- Vary the training process according to participants' needs
- Tell stories that generate enthusiasm

## Benefits for the Organization

Companies that offer employees personal and professional development opportunities enjoy a competitive advantage, and that advantage is strengthened when in-house trainers are as effective and engaging as they can be. By modeling continuous learning and improvement, trainers support and reinforce the culture of the "learning organization."

IA is a 40-year firm specializing in the development of Facilitative Leaders. We equip these leaders to solve complex problems and achieve extraordinary results by leveraging the power of people working together. Since 1969, we have partnered with global leaders across all industries, and many of the Fortune 100, to transform the way people lead, and are led, at every level in an organization.

### HOW PARTICIPANTS LEARN

The majority of class time is devoted to practice, including individual coaching and feedback from workshop leaders. All workshop content focuses on real-life problems, so learning is immediately transferable back on the job.

Self-assessment, video simulations, group practice sessions, exploratory discussions, and feedback from workshop leaders and participants all work together to provide a varied and vital learning experience.

### SAMPLE AGENDA

DAY ONE	DAY TWO
<ul style="list-style-type: none"><li>• Workshop Overview</li><li>• Share Responsibility for Success with Participants</li><li>• Successful Start-ups</li><li>• Principles of the Masterful Trainer</li><li>• Learning Pathway</li><li>• Create Content, Process, and Relationship Satisfaction</li><li>• Trainer Strategic Moments</li><li>• Techniques to Handle your Worst Feared Participant Statement</li><li>• Evaluate the Day</li><li>• Evening Assignment</li></ul>	<ul style="list-style-type: none"><li>• Start-Up &amp; Review of Day 1</li><li>• Questioning Techniques</li><li>• Presentations</li><li>• Storytelling</li><li>• Presentations</li><li>• Multi-sensory Learning</li><li>• Closing a Workshop</li><li>• Evaluation and Graduation</li></ul>