



THE TRAINER TRANSFORMATION:

A masterclass in training & facilitation skills

e-Brochure 2024

understood

WHO WE ARE



Carolyn Quinton, Founder & Director

We are Understood.

Our brilliantly bespoke learning experiences drive engagement and transform behaviour.

Everything we do is centred around a fundamental human need: **to understand and to be understood.**

This is what drives engagement and leads to great experiences for your employees and customers.

Our approach is **investigative and consultative...**

We review. We question.
We listen. We understand.

Our aim is to get under the skin of your organisation and truly understand: your employees, your customers, your organisation and its challenges.

We create top-notch, tailor-made training programmes that get results because they are real, relevant and impactful.








“ You truly feel that the work is in not only capable hands, but with people that really understand the outcomes you're aiming for and why you're doing what you do. The standard of production and design is nothing short of brilliant.

Hansi Jackson, Head of Learning & Development, First Bus

THE WHAT & THE WHY

The Trainer Transformation Masterclass will boost the confidence and capability of your trainers.

THE LOWDOWN

-  Aimed at current and aspiring trainers/facilitators
-  In-person delivery: 3 x one-day sessions or 6 x half-day sessions
-  Six modules:
 1. The Power of Me
 2. The Learner Connection
 3. Creative Delivery
 4. Planning for the Unexpected
 5. Coaching & Feedback
 6. Training in Action
-  Up to 10 participants
-  Tailored to organisation
-  Live actor practice
-  Workbook & personal action plan. Pre- and post-course tasks and activities.

“ Our team who have just completed the course are raving about it. So insightful, professional and meaningful. Top job from the Understood team.

Bex Sinclair, People Director, SPS

The quality of your training content is critical, but it's the quality (and qualities) of the trainer that can make or break the learner's experience.

TOP-NOTCH TRAINERS AND FACILITATORS...

- Are self-aware, reflective and empathetic
- Are captivating presenters
- Build meaningful connections with their audience
- Remain unflappable under pressure
- Manage their time (and their energy levels)
- Can 'read the room' and deal effectively with challenges
- Help participants learn through challenge, involvement and action



Our Trainer Transformation masterclass will put your trainers through their paces.

We'll help them to harness their strengths, and to reflect and learn from their practice. We'll cover multiple skills and competencies involved in training delivery, taking your trainers' ability and confidence to a new level.



“ Claire was amazing. The insights into different learning styles made a positive impact on me personally.

The actor role play was more authentic than any classroom role play we've done before.

The feedback for everyone was accurate, positive & constructive. Simply an excellent course!

LEARNING OBJECTIVES

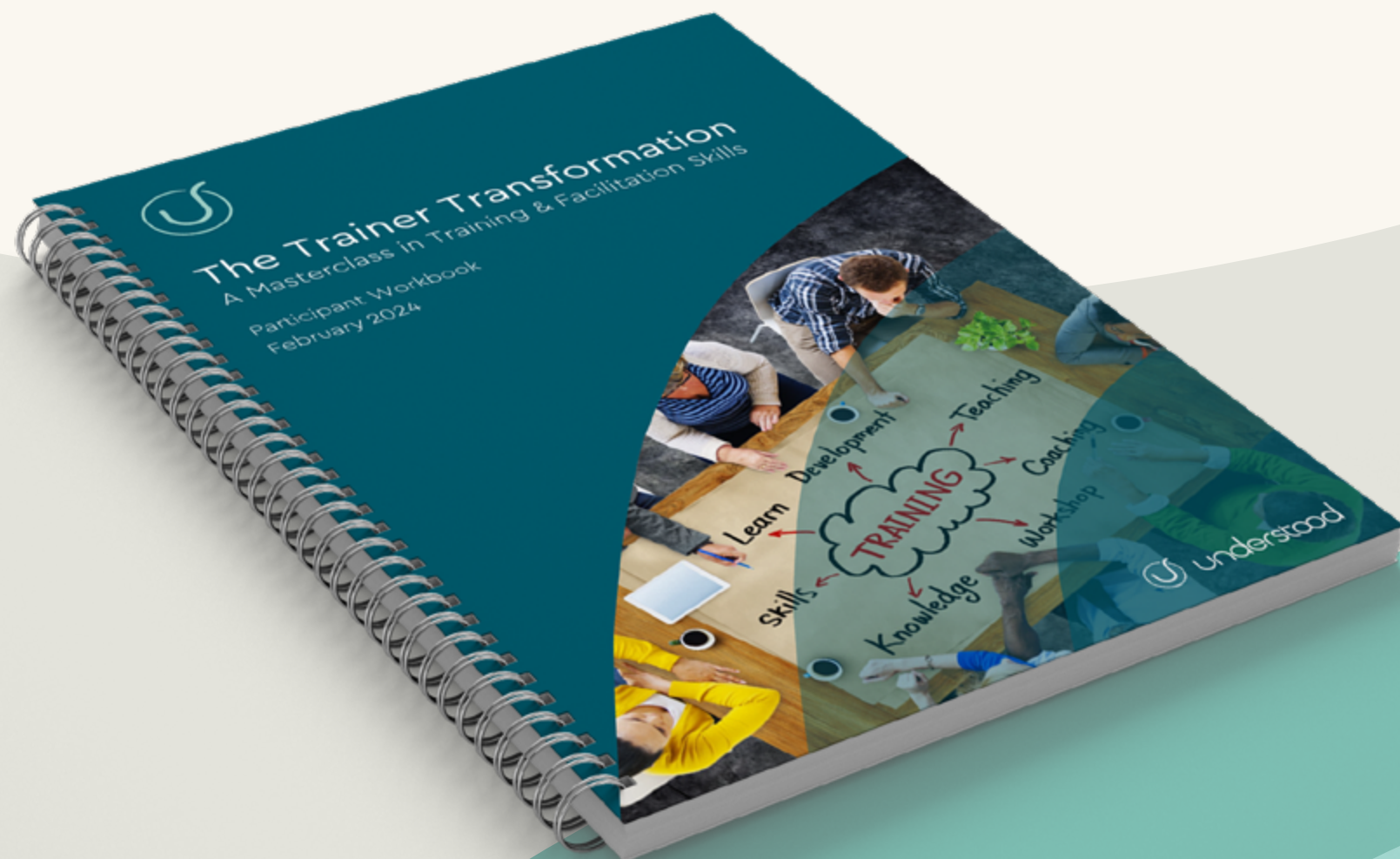
Across the three days, we'll help your trainers to:

- Maximise their strengths, and understand their personal impact
- Develop productive habits of self-reflection and self-evaluation, in order to continuously grow and improve as a trainer
- Work with a range of learning and communication styles, understanding how to help and support their learners
- Plan and deliver engaging learning experiences
- Deal with difficult delegates and challenging situations
- Feel confident they can excel, even when things don't go to plan
- Improvise and act creatively to better suit the needs of their learners
- Hold effective coaching conversations and deliver productive feedback
- Practise skills of observation, evaluation and presenting
- Go from 'good' to 'great'

“ A course I'll never forget. Learned loads. Both instructors were brilliant!

COURSE CONTENT

“ A fantastic skills builder. Highly interactive – everyone was engaged from beginning to end.



1 THE POWER OF ME

A high level of self-awareness and self-reflection is critical to create valuable learning experiences, and to continually improve practice.

PURPOSE

- ✓ To have greater self-awareness (of behaviours and emotions) and how you come across in the classroom
- ✓ To understand the impact of your behaviours on the learners, recognising how a trainer can influence a delegate's desire and opportunity to learn
- ✓ To understand the importance and mechanics of self-reflection

KEY CONTENT

- **Great Trainers:** Key qualities/attributes
- **Me & The Big Five:** Understanding myself through knowledge and application of the Big Five Traits and Sub-Traits
- **Strength Test:** Revelation of individual strengths and training styles; considering the positive impact of each trainer in a learning environment
- **Strength Progression:** Developing and optimising Signature Strengths
- **Over-Powering?:** Considering trainer traits that might negatively impact the learner, and how to manage them
- **The Role of Self-reflection:** The value of observation through peer evaluation; the application of The Learning Cycle

2 THE LEARNER CONNECTION

For adults to learn, they need to buy into the 'why' – the what's in it for me? For trainers to succeed, they need to understand what's important to their learners.

PURPOSE

- ✓ To create a learning experience that engages genuine interest and supports the aspirations of the learner
- ✓ To understand the importance of helping learners resolve or handle the challenges and concerns they face every day
- ✓ To acknowledge and work with a range of learning and communication styles

KEY CONTENT

- **How & Why Adults Learn:** Adult learning principles and the application of learning theories
- **Learning Styles:** VARK; Pragmatist, Activist, Theorist, Reflector
- **The Big Five 'Dream' & 'Nightmare' Learners:** How to engage the learners you consider to be the most challenging
- **Lessons from Learners:** How to carry out a learner diagnostic; what's important to learners and how does this influence what we do?
- **Delivering Differentiation:** Considering the range of learning and communication styles within a group; how to personalise the learning experience

3 CREATIVE DELIVERY

A range of learning activities and approaches are required to engage and challenge learners and build their confidence – only then can the real learning take place.

PURPOSE

- ✓ To tap into our creative minds and share ideas
- ✓ To build a menu of learning activities and approaches that stimulate effective and engaging learning
- ✓ To understand the key components of successful training delivering: ME, METHOD, LOGISTICS, LEARNERS

KEY CONTENT

- **The Four Fundamentals:** Understood's critical components of training delivery: ME, METHOD, LOGISTICS, LEARNERS
- **Objective Setting:** Making learning objectives meaningful; the importance of Knowledge, Skills and Attitudes
- **Lecture Over!** How and why not to 'lecture'
- **Mixing it Up:** Sharing of multiple training methodologies –tips and techniques for adding spice and variety to an activity, but still ensuring the same learning outcome
- **Design Workshop:** How to create training content on anything – weird and wonderful training topics to practise new techniques
- **Content Makeover:** The rapid reimagining of existing content

“ The insights into different learning styles made a positive impact on me personally.

4 PLANNING FOR THE UNEXPECTED

Training is a complex and multi-faceted skill, requiring a careful and planned approach. But to be successful you need to be able to handle situations that don't go to plan.

PURPOSE

- ✓ To learn how to influence successfully
- ✓ To provide trainers with a clear and easy-to-use skills framework to help with planning and delivery of training content
- ✓ To practise dealing with difficult delegates / situations
- ✓ To give trainers the confidence that they can excel, even when things don't go to plan

KEY CONTENT

- **The Ingredients of Influence:** The theory and techniques of influencing
- **Understanding Disruption:** Causes of disruptive behaviour; using empathy to turn around difficult behaviour
- **Creating Connection:** Questioning and listening techniques to uncover issues and get buy-in from the learners
- **Overcoming objections:** Tackling reluctance, refusal and reticence amongst learners
- **The 'Disruptors':** Analysing typical behaviours of 'challenging' individuals
- **Dealing with Disruption:** Handling tricky situations and behaviours – practical session (involving professional actor)

5 COACHING & FEEDBACK

A skilled coach who delivers meaningful feedback, will help people to recognise their goals and set them on the path to achieving them.

PURPOSE

- ✓ To practise and improve skills in holding effective coaching conversations and delivering feedback
- ✓ To build confidence in assessing peers objectively and providing them with honest feedback
- ✓ To inspire and embed learning through the delivery of feedback and coaching, understanding the benefits of a 'coaching style' of training delivery

KEY CONTENT

- **Feedback Fundamentals:** Why feedback matters; what stops us from delivering it; the value of specific observation; how to deliver brain-friendly feedback
- **Clear & Compassionate Communication:** active listening, body language, quality questioning, open, closed, assumptive questions; being present while listening
- **Coaching Essentials:** The difference between feedback and coaching; building trust and rapport; the GROW model
- **Feedback & Coaching Workshop:** Practice (with professional actor) using true-to-life scenarios; peer observation and feedback
- **Coaching in Action:** Applying a 'coaching style' of training in the classroom

“ I liked how an actor came into disrupt things, it kept everyone on their toes!

6 TRAINING IN ACTION

The Learning Cycle never stops. As trainers we reflect, evaluate and experiment to ensure that we continue to learn and improve.

PURPOSE

- ✓ To provide an opportunity for personal reflection and self-assessment, to enable growth and continuous improvement
- ✓ To put together a plan to evaluate training success at both an individual and group level
- ✓ To practise skills of observation, evaluation and presenting

KEY CONTENT

- **The Perfect Presenter:** the six Ps of presentation
- **Looking Back:** Review of key content and skills covered, summarising key learning and reflections
- **Training to Deliver:** Peer assessment of trainer delivery using Understood's Training Delivery Skills Checklist
- **Reflective Practice:** Trainers reflect on their own and others' performance, putting into practice The Learning Cycle
- **Results-driven Evaluation:** The Kirkpatrick Model to evaluate effectiveness of training (Reaction, Learning, Behaviour, Results)
- **Looking Forward:** Going from 'good' to 'great'; sharing and reviewing of personal training plans



“ The knowledge and passion of Jon, and the energy and enthusiasm of Andy... they worked so well together, delivering an incredible experience for everyone. I am so pleased that I got to be a part of it.

OUR VALUE

91% of participants
thought the course was
excellent
and 9% rated the course as good*

“ Need to upskill or develop your trainers?
Highly recommend this programme.
You won't regret it.

Bex Sinclair, People Director, SPS

What's included:

- ✓ Face-to-face delivery by one Understood Facilitator
- ✓ Three consecutive full days**
- ✓ Up to 10 participants
- ✓ Professional Actor participation and role-play
- ✓ Professionally-designed, printed and bound workbooks
- ✓ Pre- and post-course tasks and activities
- ✓ Written individual feedback shared with all participants

Notes:

*Across the Trainer Transformation courses we've run since launching the programme in 2019

**We can offer The Trainer Transformation course as six half-days sessions.
This will involve an additional cost – please contact us for further information.



Our brilliantly bespoke learning experiences drive engagement and transform behaviour.

www.understooduk.com

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