

10 things every trainer SHOULD know



Hello my name is Ralph Moody and I am the founder of Target Training Associates Ltd.

I have been delivering training for a long time; well it seems like a long time! Over these years I have had many experiences of good and bad training. No doubt we all have; I can remember sitting in training sessions and lectures and thinking "What have I done wrong, I am a good person and I don't deserve this"! Let's forget about the bad trainers, those people won't even be bothered to read this report. We should concentrate on the good trainers, those trainers whose sessions we love to attend. What is it about those trainers and why are they so good?

Before we continue I want to tell you why I wrote this report. This report is totally non-discriminatory in that it doesn't matter if you are new to training or a seasoned professional, you can read it. If you take and apply an extra technique into your normal training practice then I have done what I set out to do.

Our latest report is packed full of tips and techniques that every trainer must know and apply. These aren't areas we should hope or try to do, these are weak words and when we try to do something, well we just don't do it. These things are a must and I want you to review these areas very carefully and ask yourself "Do I really do this". I do hope you enjoy and all the best – Ralph.



Target Training Associates specialise in the training of trainers and our courses are delivered at venues throughout the UK. Additionally, we deliver in-house courses and design and deliver customised training to meet the needs of our clients.

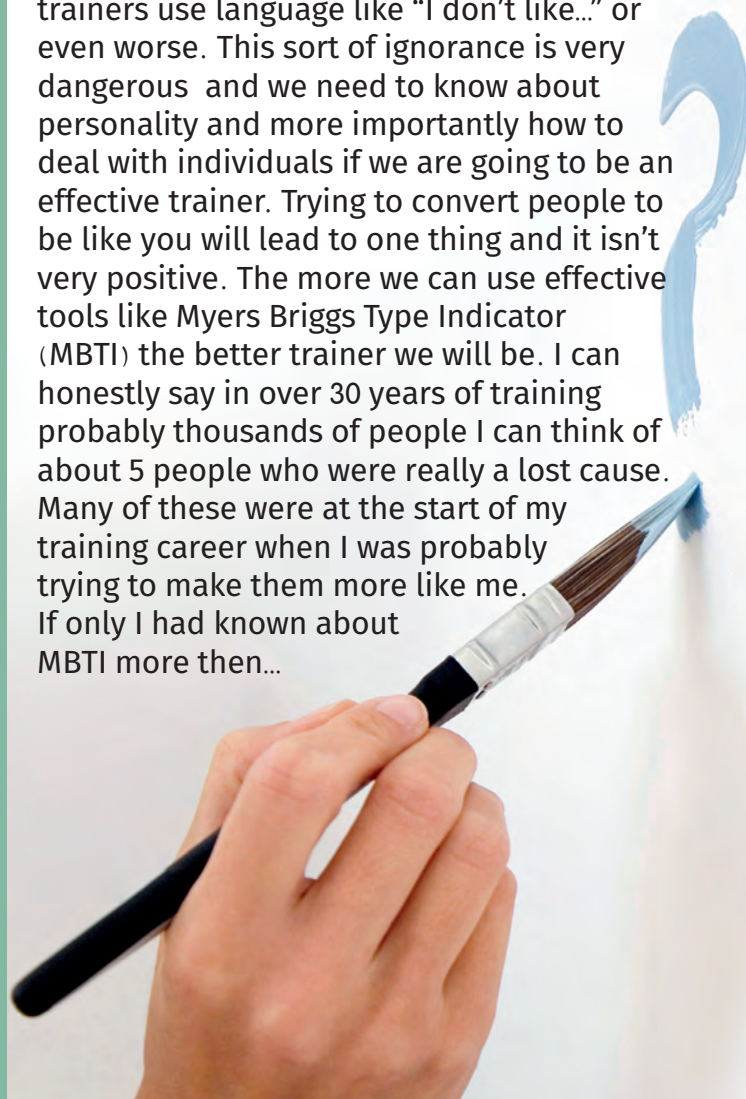
Ok so here we go, 10 things every trainer must know:

1) Know your subject

Although it has been known for people to 'cuff' their way through delivering a training session let's be honest, both you (as the trainer) and the audience (if their honest) can quickly pick this up. Why does it happen? Well I believe all sorts of reasons; poor management, additional pressures and poor time management are all connected to this area. You have to be competent to deliver a training session and you have to know your subject area. If you don't, then you need to allocate time to do so.

2) Understand your audience

Often we discuss learning styles in training explaining that some delegates are more practical or some are more visual and this is really important to include a mix. However, individual personalities are often overlooked; sometimes you might even hear trainers use language like "I don't like..." or even worse. This sort of ignorance is very dangerous and we need to know about personality and more importantly how to deal with individuals if we are going to be an effective trainer. Trying to convert people to be like you will lead to one thing and it isn't very positive. The more we can use effective tools like Myers Briggs Type Indicator (MBTI) the better trainer we will be. I can honestly say in over 30 years of training probably thousands of people I can think of about 5 people who were really a lost cause. Many of these were at the start of my training career when I was probably trying to make them more like me. If only I had known about MBTI more then...





3) Why body language is important

By far we communicate mostly through body language and it is really important we send the right message. Often people use language like “But I didn’t mean that”

(when they are picked up on poor body language) It doesn’t matter what you were thinking though, it’s the message you were sending and being picked up by your audience. Please don’t underestimate the power of effective open body language. When used correctly it is a hugely beneficial to any trainer.

4) How to ask questions

Without doubt this is the most critical element for any trainer. You see the whole point of engaging individuals is the ability to ask effective questions using techniques and skills that will make your learners get involved and critically learn. When we don’t ask questions then we are not teaching or training, we are telling. You know there is a big difference between telling and training. Many techniques can be used here and it is really important we use a mix of open, reasoning and rhetorical questioning. Once we know these skills, our training will be much more effective.

5) How to handle questions

Linking in to asking questions is that we need to know how to handle questions. What do we say when we don’t know the answer? We all know the old “I will get back to you on that” routine but really we must know how we can use the group to help us and if we need to get back to anyone, how to do this effectively.

6) Being Organised

This is much more than having lesson plans and handouts in place although they are very important. It is about effective time management of our training sessions so we don’t look at the clock and then look at our timetable or lesson plan and say to ourselves “I only have 15 minutes to get 2 hours of training in” that is not good. Additionally, we need to have clear structure that contains an aim and clear objectives. Moreover, we need key essential items such as motivational elements that will encourage our delegates to want to come back again and again.



7) Think about the environment

This is not about being green! Have an environment conducive to learning is an essential element that all trainers should know. We need to know how to set an effective layout and we need to consider where our delegates and clients are sitting, to gain maximum training opportunity.

8) Resources

As trainers we all know we have to be professional and produce professional resources. This will include handouts, activities and PowerPoint as required. Additionally, we need to know how to use resources effectively; we need to know how to use PowerPoint and when to give handouts. We also need to know how to use essential tools like the Flip Chart, a great tool but which sadly gets underused or not used correctly.



9) Evaluate

Whenever we deliver training we must evaluate our performance. This may take the form self-evaluation where we give our own personal evaluation on our performance and crucially what we could do better. Additionally, we must use effective evaluation tools that ensure we measure what was done well and areas we need to improve. Finally we need to ensure that we evaluate the key things training should deliver; that behaviour and crucially results are improved. Otherwise we run the risk that our training is a waste of time and money.

10) Trainer development

Continuous Professional Development (CPD) is vitally important in many professions but in training it is crucially important. You see life-long learning is exactly that, it lasts for life. We can always develop and learn

new skills and as trainers new techniques and skills are introduced all the time. If we think we know it all then we are living in a bubble. No one knows everything and there is always something to learn. Moreover, by learning new skills we can develop our skills so that our audience and clients have a great experience and want to come back for more.



Ok so they are the 10 things every trainer must know.

This isn't a "Ok I will try to be like that" it's a "I must know and crucially apply these skills". I cover these areas and many more on our Professional Trainer Techniques (PTT) and Advanced PTT courses. I will show you how to improve your skills and techniques that will make your audiences want to be back again and again. Your confidence will improve and your abilities to deliver fantastic training will be evident for everyone to see.

"The more we practise new skills the better we become"

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We offer our courses as open and in-house events for more information contact me on **0800 302 9344** or email

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