



# THE INFLUENCE BUSINESS

*Raise your level of influence*

## TRAIN THE TRAINER

### Overview

This **four hour programme** for **up to four participants** acknowledges the challenges facing those seeking to train clients or colleagues. Because your success as a trainer is measured by what your students leave with and to a large extent, what they then do with the information you have imparted, you will focus on how to make your training relevant to them and how to raise retention levels.

We discuss learning styles – yours and how to appeal to those of a disparate group. You will consider how these can be put into practice with the tools at your disposal. You will focus on structuring your information and then on how to deliver in a way that keeps the attention, so it is enjoyable for both you and the students and maximises retention.

The programme is a mixture of tutorial and practical with each participant delivering twice to their audience, both of which are evaluated using video review.

### Aim

To develop your ability to deliver high impact training which is interesting, enjoyable and has a high degree of retention.

### Outcomes

At the end of this programme, you will:

- Appreciate that your success is not what you say but what they take away
- Understand how to apportion content between verbal delivery, slides and handouts. Consider a variety of ways in which to communicate your material
- Deliver in an engaging and relaxed manner
- Be able to make your sessions enjoyable without being trivial, whatever the subject

### Methodology

Extensive use is made of individual video review that allows you to see yourself from your students' perspective and have the confidence that the skills really work for you. We introduce you to new skills and you then have an opportunity to practice them, again with video review and gain confidence in the greater impact you are now able to deliver.

The Influence Business Ltd St James House 3 Kensington Square London W8 5HD UK

E [info@TheInfluenceBusiness.com](mailto:info@TheInfluenceBusiness.com) T +44 870 428 8191 M +44 7947 308274 W [www.TheInfluenceBusiness.com](http://www.TheInfluenceBusiness.com)

REGISTERED IN ENGLAND NO 5860154 REG. ADDRESS 3 DERYN COURT WHARFEDALE ROAD PENTWYN CARDIFF CF23 &HB VAT REG. NO 892 187094