



EUREKA!
LEARNING THE NATURAL WAY

Looking At Training Differently

'More ideas and techniques than you could use in a year!'

Everything you need to develop learner centred workshops that have a positive impact in the organisation - from performance gap to transfer in the workplace!

Do you want:

- ✓ To increase retention by up to 34%?
- ✓ To bring dry material alive?
- ✓ To avoid 'Death by PowerPoint'?
- ✓ To get learner buy-in before they even arrive for their workshop?
- ✓ To reach all of your learners all of the time?
- ✓ To manage difficult learners?
- ✓ To know what some of the latest research says about how people learn and convert this into practical techniques you can use in your very next workshop to maximise retention?
- ✓ To take away dozens of ideas and techniques for making your workshop totally learner centred and that can be used in your very next workshop?

Join us in:

Central London – 27-29 October 2010

Propel your workshops into action-packed events that have a direct impact upon learner performance back in the workplace.

We all have content to transfer that is dull, dry and boring. You know that interactive training workshops give the biggest impact on learning transfer, but where do we get great ideas that are practical and bring even your driest material alive?

Imagine never
having dry material
again!

But, not only do we have to bring dry material alive, today's business demands that we also make a direct impact on the performance of the learners we train.

To make sure that learning transfer happens, we really need to know how the brain learns and then convert this into practical techniques that we can apply to all learning events.

But we don't have the time to become neuroscientist and then turn the latest research into learning strategies.

Here's the good
news!

This workshop has done all the hard work for you. Designed for trainers that want to top-up their trainers toolbox to overflowing with new, learner centred ideas and techniques based upon the latest learning research from the world of neuroscience that will have a direct impact upon what learners take away and implement into the workplace.

Expect to make your workshops totally 'brain friendly' when you re-design your workshops to ensure, your learners take centre stage, learning sticks and you have a direct impact upon their performance back in the workplace.

Research Made Practical

**Be part of this unique event
for £947.00 (plus VAT)**

Call now on 0207-734-3020

Or Book on-line at:

<http://www.eureka-tp.com/lookingAtTrainingDifferently.aspx>

Questions you can expect to answer

“How do we fit all the content we have into a limited time?”

It's true, as trainers we develop a 2-days workshop and are asked, 'Can you squeeze that into 1-day?', or with a 1-day workshop asked, 'Can you do that in 2-hours?' Other than just talking faster, what can we do? During our time together you can expect to uncover what I call the 'Magic Formula'. This is an instructional design tool that allows you to rate each piece of content (and sub content) between +9 and -9. The closer to +9 the more vital, the closer to -9 the less importance. Using this tool, you will be able to identify key content and that content which is nice-to-know.

“How do we create great workshop openings?”

What you do during the first 5-15 minutes is essential to the success of your workshop. You need to break learners' preoccupation, connect learner to learner and connect learner to content. You can expect to take home 23 openings that will make your workshop opening sizzle plus the 5 things you should never do during your opening.

“We have really dry material. What can we do to bring it alive?”

My answer here is always the same, 'There is no dry material, only dry presenters'. You will discover a 4-phase model that will ensure that for each piece of content, 70% or more will be learner centred where you take a back-seat - while still ensuring you reach all of your learners. I know this goes against what we read about in training books as these tend to concentrate on your presentation skills. Expect to re-focus this perspective by putting the ball firmly into your learners' court.

“How do we deal with difficult people during the workshop?”

Well, I don't think people wake up on a morning and say to themselves, 'Today, I'm going to give the trainer a really hard time'. So what you will take away are ideas you can introduce to ensure you do everything to alleviate any of this - from your pre-communication with learners, creating an optimal learning environment, keeping all content relevant, managing states for maximum learning and implementing tactics to overcome the latecomer, interrupter, know-it-all, prisoner (sent to the workshop) etc - without conflict. Implement these ideas and difficult learners just fade away.

“How does what neuroscience says have an impact on what I should do in the training room?”

It's not necessary for us to be neuroscientists, but if we don't know how the brain learns, how can we do our very best to maximise learning? Here you will discover how the brain learns but more importantly, take away the practical techniques that you can apply to in your workshops to have the biggest possible impact on learning transfer.

“How do we make the close memorable?”

“Well, it's 4.30 pm. We didn't get chance to cover everything but, if you could just complete your end of day reaction sheet”, is a close - but not a great or memorable close. Discover the key elements of an effective close and take away 12 ready made closes that will certainly make your workshop hard to forget.

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Expect to uncover:

Day 1

Priming for success - research shows that with correct 'priming' you can actually increase retention by up to 34% so:

- ✓ What is priming?
- ✓ When is the optimal time to do this?
- ✓ Discover the practical things you can do to tap into this 34%.

Get learner buy-in and build credibility - even before learners arrive for their workshop

- ✓ How to get learners excited about being part of your workshop.
- ✓ How to build your credibility as the training facilitator your learners want to learn from.

Enriching the environment

- ✓ Easy ways to build an optimal environment for learning - that learners actually want to enter.

Behavioural based objectives - in 3 easy steps

- ✓ How to write objectives that can be measured and show the impact your training has on the organisations performance.

The magic formula

- ✓ Separate the Need to Know from the Nice to Know for all your workshops with this simple formula.

The power of the learning cycle

- ✓ Learn the 4 key elements every piece of content must have.
- ✓ Techniques for ensuring at least 70% of each and every piece of content is totally learner centred.

Reaching all of your learners all of the time

- ✓ Take away practical techniques that will engage all of your learners.

Day 2

Starting day 2 of a multi-day workshop

- ✓ Take away learner centred, creative ways to start multi-day workshops that re-connect learners to key content - and you take a back seat.

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Review, review, review

- ✓ To review or not review, that is the question. You decide based upon some of the latest research.
- ✓ 35 ways to review without calling it a review.

How the brain learns

- ✓ If we don't know how the brain learns, how can we be sure we are doing the best we can to ensure learning transfer?

Brain friendly facilitation

- ✓ List 6 key behaviours a brain friendly facilitator should adopt.
- ✓ Take away practical techniques for each of the 6 key behaviours.

Bringing dry material alive

- ✓ *There is no dry material* - just dry presenters. Turn from being the sage-on-the-stage to the guide-on-the-side.
- ✓ Never have dry material again!

Day 3

Optimal states for learning

- ✓ To be a good training facilitator, you must be a master at managing learners states so:
- ✓ What are states?
- ✓ Why are states so important if you want learners to learn?
- ✓ Take away practical techniques for managing learner states that you can use in each and every one of your workshops - starting the very next day.

Handling hot and spicy learners

- ✓ Techniques for managing the latecomer, prisoner, interrupter, know-it-all, the bored etc without conflict.

Working with your own workshop

- ✓ Apply all of the above to your workshop.
- ✓ Get one-to-one help with your own workshops.

Closing with flair

- ✓ Discover the 3 elements every close must have.
- ✓ Apply the 10% rule.
- ✓ Techniques for maximising transfer into the workplace.

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Meet Your Facilitator



DAVID GIBSON is an international trainer with over 28 years experience as a facilitator of learning. Co-Founder of Eureka! with Christophe Peger, he has trained learners and facilitators throughout the world.

He has two areas of expertise, IT and Trainer Development. Having worked with over 6,300 IT end users, his personal objective is making IT training fun, participative and beneficial. The other area of expertise is helping facilitators further develop their training facilitation skills, whether they are new to training facilitation or a veteran of many years.

David often works in-house with training teams to further develop their existing skills. Some of the recent names you are sure to know include Coca Cola, HBOS, Shell, Microsoft, Amnesty International, Ricoh, Standard Life, Compass Group, Burger King, The Pension Service, The Royal Courts of Justice, Grant Thornton, Carlsberg, Royal Mail, Merrill Lynch, Comet, UBS ...

His exciting and flexible approach to sharing his methods of increasing the value of training is infectious.

You cannot help but be inspired!

What learners at our last public workshop said (December 2009)

**Alan Brown - Core Programme Trainer
- Lloyds TSB Asset Finance**

"Thanks for one of the best learning experiences of my life! I've already got a day in the diary with my whole team at the beginning of next year to share some new refreshing ideas on how we do things."

**Guy Roberts
Training and Development Officer
West Midlands Police**

"I expected it to be good, but it was better than that. How refreshing."

Gavin Holtrop - Yorkshire Bank

"The Content was second to none and all very important. A new way of training."

Janice Harding – IT Trainer – Kier Group Ltd

"Brilliant and fun. I really enjoyed the course and will take away lots of new ideas to aid delivery and help learners retain information longer!"

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Is This Workshop For You?

You are a:

- ✓ Trainer
- ✓ Instructional Designer
- ✓ Training Manager
- ✓ Teacher
- ✓ Presenter

You want to discover:

- ✓ How to bring your workshops alive.
- ✓ How to have a positive impact upon performance back in the workplace.

What you can expect:

An action packed 3-days where you will experience first hand hundreds of ideas that you can take away and use in your workshops.

This is a workshop full of structured experiences. Please, do not attend this workshop if what you want is non-stop lecture material. You could get that from a book. Yes, this has great content, but come to this for the experiences that become embedded in your mind and body. Our personal goal is that you will 'own' the material after your workshop, not just 'rent it' for 3-days. We want you to learn both implicitly and explicitly. The value you get is more impact and longer lasting learning. Leave feeling inspired, refreshed and motivated to put your discoveries into practise.

What's included in your investment:

- ✓ Special pre-reading booklet.
- ✓ Personal web pages with full information and pre-questionnaire.
- ✓ Comprehensive workbook that will become an invaluable resource for long after the workshop has ended.
- ✓ Additional props and handouts to take away and use in your own workshops.
- ✓ Lifetime support for all learners.
- ✓ Full Refund Guarantee (see below).

Your Alternatives

In House

In-House Solutions - Cut costs and increase the impact of training by customising 'Looking At Training Differently' to fit you, your team and your organisation perfectly.

Tips for Trainers

Keep up to date with training tips sent directly to you via eMail every 2-weeks. Join for free at <http://www.eureka-tp.com>.

Your Total Refund Guarantee

If for any reason you do not agree that this workshop was an excellent investment, having paid and attended, we will refund your fee in full and without quibble.

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4 Easy Ways To Be Part Of This Workshop

Web

Register using the form on our website at:

www.eureka-tp.com/LookingAtTrainingDifferently.aspx

Telephone

Call now on:

0207-734-3020 (UK only)

00-44-207-734-3020 (outside of the UK)

Post

Complete this registration form and send it to:

Eureka

34a Marshall Street
London W1F 7EU

Fax

Complete this registration form and fax it to:

0207-734-3010 (UK only)

00 44 207-734-3010 (outside of the UK)



YES I want to 'Look at Training Differently' - please register me today.

Name of learners

Learner 1 _____

Title _____

eMail _____

Learner 2 _____

Title _____

eMail _____

Company Information

Company Name _____

Address _____

Town/City _____

Postcode _____

Telephone _____

Payment Method

Make cheques payable to 'Eureka' and post to:

Eureka!

34 a Marshall Street
London
W1F 7EU
UK

Please tick one of the following:

I enclose payment.

Please invoice me.

I want to pay by credit card – please telephone me so that I can give my details.

Yes Please

27-29 October 2010

Booking information

Upon receipt of your registration form, we will send your booking confirmation and invoice (payable prior to you taking part in your workshop).

If you are unable to take part in this workshop we encourage you to send a colleague in your place. You may transfer to another workshop once at no additional charge if you notify us up to 10 working days prior to the workshop. If you do not cancel prior to 10 working days of the start of your workshop no refund will be given.

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