

Training the Trainer

The best ideas and latest training intelligence from Fred Pryor Seminars — the nation's top training company!

If you're a professional trainer or a manager who trains ...

If you train people one at a time or in large groups ...

This dynamic one-day seminar is for you! Enroll today!

Enroll Today!



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www.pryor.com



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1-800-556-2998



Mail

Fred Pryor Seminars
P.O. Box 219468
Kansas City, MO
64121-9468



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913-967-8849

There's much more! See inside for full program overview!



EXPRESS CODE

910851

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This course qualifies for CPE credits. See details on page 6

- Training on a budget: Cutting-edge, cost-conscious training plans to save you money without sacrificing quality.
- How to make them want to learn! Discover six ways to motivate the adult learner.
- 11 musts for instructional presentations in an easy checklist you'll use again and again.
- Keep participants on the edge of their seats with 12 ways to build audience rapport and participation.
- New employee orientation — how to make it work forever.
- Debriefing — use this effective method to get better feedback from trainees and accurately measure training effectiveness.
- Professional tips for visual aids: 12 ways to add visual pizzazz and punch to your training programs.
- Four ways to succeed with humor and three surefire ways to “bomb out.”
- How to use role playing, case studies, games, panel discussions and other techniques to make training fun and exciting.
- Pinpoint training needs in your organization with surveys and questionnaires — easy methods you can use right now.
- Best of all, get the latest and best training knowledge at a fraction of the time and cost investment required by other programs.

Why Do You Need THIS Day OF Training?

■ The Field's Knowledge Base Has Exploded.

More is known today about how to train than ever before. Many old methods and once-accepted training practices are disappearing in favor of better, more effective procedures and strategies.

■ Good Training Has Never Been More Important.

The information and technology explosion has catapulted the corporate world into a fast-paced "age of specialization." Employee turnover is at an all-time high, and skilled workers are harder and harder to find. To stay competitive, productive and profitable, successful organizations must recognize the need for ongoing, results-driven training programs.

■ Today's Trainer Needs Select Professional Skills.

Have you noticed how the best trainers make thorough preparation, exciting presentation and complete follow-up seem effortless? Whether you're a training specialist, a human resources professional or a manager who trains, you can, too. It just takes practical skills and up-to-date strategies.

■ You Need Usable, Hands-On Information.

You could try to wade through reams of information, pages of research and stacks of publications, "boiling it down" to meet your particular needs; or you could attend this outstanding one-day seminar and learn pertinent, down-to-earth pointers you can use immediately.

■ Training the Trainer — The Best of the Best, in Just One Day.

For this dynamic course, Fred Pryor Seminars has sifted through mountains of current training intelligence and put it into practical, usable forms. We train over 5,000 people a week in 50 different subject areas. And, we offer another notable benefit — as the country's first one-day training company, we've developed a significant knowledge base of our own. We've adapted for your use the best, tested ideas gathered from our personal experience in training over 10 million people from more than 300,000 organizations.

“How can I:

- **prepare better when time and resources are always too scarce?”** You'll discover how to save hours in planning with easy-to-use forms and checklists, how to involve coworkers in planning, where to look for the information you need and more planning tips to save time, money and energy.
- **keep trainees interested, enthusiastic and really participating?”** You'll find out how to build and maintain audience rapport, how to use games, panel discussions and other interactive formats, how-to's for question-and-answer sessions and other great ideas to keep trainees alert and involved.
- **provide continued informal training for individuals and new employees?”** You'll learn how to develop orientation programs to get new employees on track quickly, alternatives you can use when “formal” training isn't possible, how to utilize experienced employees to train others and more clever ideas to solve day-to-day training dilemmas.
- **prove a training program was really worthwhile and have everyone realize it?”** You'll discover seven methods for following up after a training program, how to gather specific information from trainees to evaluate the program, how to debrief trainees to get really helpful feedback plus other expert tips and tactics to measure your success.
- **get a clear picture of what my organization's training needs are for the future?”** You'll learn how to spot training needs before there's a crisis, how to use questionnaires and surveys to take your organization's training “pulse,” how to develop a professional-needs analysis and other expert suggestions.
- **develop cost-effective materials that aren't set aside the minute the training program ends?”** You'll learn how to develop clear, usable course books and specify when to use prepared training materials from outside suppliers, how to create materials that personalize instruction for trainees and when to not use materials at all.
- **produce programs that are more fun, interesting and lively for the participants?”** You'll discover how to use humor in presentations, how to develop an exciting, professional style that grabs and holds attention, how to use visual aids, flip charts, projection equipment, slides, films and video plus other clever ways to win over your audience.

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20 Ways You AND Your Organization WILL Benefit

1. Create visual aids to double your teaching effectiveness — our 12 expert tips make them easy to develop and prepare.
2. Discover 12 ways to get a group to really participate — you'll build rapport and make the experience fun and relevant.
3. Learn what to do about a participant who dominates discussions — and prevents others from contributing their ideas.
4. Get new employees on track quickly with perfected training strategies to take the pain out of orientation.
5. Implement ideas for cost-conscious trainers: how to offer outstanding training when you're on a tight budget.
6. Sell your training ideas and get the full support of employees and managers.
7. Ascertain 20 practical tips for giving instruction to adults — you'll present more efficient, effective programs employees will really relate to.
8. Hear great tips on program timing — you'll understand exactly when to speed up and when to slow down.
9. Avoid “bombing out” with humor: learn four ways you should use humor and three ways you should not.
10. Master six clever methods to motivate trainees, even learning resisters and difficult know-it-alls.
11. Learn innovative ways to use experienced employees for day-to-day training — and make it a great learning opportunity for everyone.
12. Find out if a training program was effective with five on-the-mark methods to accurately evaluate training.
13. Learn to judge when and how to use prepared training materials, independent trainers, consultants and other outside sources.
14. Pinpoint training needs more precisely with questionnaires and surveys — our step-by-step instructions show you how.
15. Find out what you should know about lighting, space, room arrangements and other physical factors affecting the learning experience.
16. Covering all the bases with an 11-point checklist for instructional presentations.
17. Battle boredom: how you can use role playing, games, panel discussions and more to keep trainees interested and alert.
18. Make the material stick using six professional tactics to increase memory and retention.
19. Master the questions-and-answers method — how to use the technique, stay in control and ensure answers (and questions) are meaningful and relevant.
20. Develop course books, hand-outs and other materials that will continue to be used long after the training session ends.

How Can We Accomplish ALL This IN Just One Day?

It's simple. We don't waste your time with irrelevant theories or impractical concepts. *Training the Trainer* concentrates on real-world, how-to information you can put to work right now, in your own day-to-day activities. That means specific tips, techniques and strategies to tell you exactly how to provide better employee training and develop excellent instructional programs, from start to finish. Set aside just one day, and you'll get more out of your training efforts and make new strides counting toward productivity and your bottom line. ***We guarantee it.***

Training the Trainer

Results-Driven Training Topics

Pinpoint Your Training Needs

- Learn how to simplify and clarify your goals — and discover exactly what you need to accomplish to meet them.
- How to spot training needs early — before deficiencies reach crisis level.
- Innovative ways to use feedback to spot problems and needs requiring training solutions.
- How to sell your training ideas and create proposals that win the support of management and employees.
- Use questionnaires and surveys to pinpoint training needs, including examples and techniques.
- Learn about alternatives you can tap into when formal training isn't possible.

Understand the Adult Learning Process

- The most common barriers to learning and how to avoid them.
- Discover the 10 characteristics of adult learners, and use the information to produce on-the-mark training for employees.
- 20 guidelines you can use now to give better instructional presentations to adults.
- Learn the 13 needs of adult learners, and tailor your training for maximum effectiveness.
- Six ways to motivate people and make them want to learn — even resistors and know-it-alls.

Plan and Develop Super-Powerful Programs

- Use a simple, easy-to-use form to design your presentation — you'll save hours.
- Tips for setting objectives: why you must have specific objectives before you can begin planning.
- Consultants and independent trainers: find out if they can save you time or money.
- A guide to resources and research: find out where to look for the background information you need.

- The creative program: learn six ways you can develop a training program that will leave no one bored.
- How to produce a tight, productive outline to guide you every step of the way.
- Learn surprising ways you can involve your coworkers in the planning process to increase enthusiasm and support.
- 15 training formats you can use, including advantages to each format and easy-to-understand examples and techniques.
- How to pace the program: know when to speed up and when to slow down.
- Five areas you should cover early in the day, and five areas to cover as the day progresses.

Produce Innovative Materials and Presentations

- 12 expert tips for designing visual aids to put punch in your program.
- Learn indispensable user tips for flip charts, overhead projectors, films, video, slides and more.
- How to develop better materials and coursebooks to reinforce learning long after the training program ends.
- The optimum physical environment: find out how noise, space, temperature, lighting and other “comfort factors” affect your presentation.
- Use diagrams for eight room arrangements — you'll learn the best setup for the smallest to largest group.
- Guidelines to help you develop a professional presentation style that will increase your confidence and effectiveness.
- Four ways you should use humor — and three ways you should not.
- Find out when to use question-and-answer sessions, with dynamic tips to help you field questions like a pro.
- Three ways to personalize the training material and increase participation and involvement.

- Prepared training materials: when you should take advantage of them and when you should avoid them.
- 11 musts for instructional presentations: use a helpful checklist to be sure you haven't overlooked anything.

Encourage Maximum Learning and Participation

- 12 ways to maintain audience rapport and encourage better participation from everyone.
- How to identify and deal with learning resistance.
- Dozens of ideas to incorporate interactive training methods, including role playing, case studies, games and panel discussions.
- Increase retention and memory. Learn six ways trainers can determine if new material has been understood.
- Discover nine ways to help participants relate material to their own personal experiences.
- Six expert tips for using group participation and discussion effectively, without losing control.
- How to develop team spirit and camaraderie among participants to heighten their learning experience.

Master One-on-One Training

- The new employee: smart strategies to make training and orientation as quick and easy as possible.
- Discover clever ways to increase your effectiveness in day-to-day training situations — giving instructions, guiding employees and more.
- How to utilize your subordinates and other employees for in-house training.
- Eight tips for one-on-one instruction that guarantee a productive experience for the trainer and trainee.

Evaluate Training Effectiveness

- Solid pointers for effective follow-up: seven ways to clarify training success.
- Five specific methods to gather information for training evaluation.
- Was your training effective? Learn step-by-step methods for measuring the results.
- Debriefing — what it is, why you should do it and a nine-step plan to show you how.
- The dollars-and-cents of training: learn how to demonstrate training profitability and win the support of even the most disbelieving managers.
- How to increase involvement in training programs throughout your organization, from top to bottom.
- Training on a budget: learn cost-effective ideas for quality training.

Some Not-So-Obvious Benefits of Attending:

- You'll break your work pattern for a day and step back from your hurry-up routine to get effective, new perspectives on your training priorities, goals and objectives.
- You'll meet other professionals who share your problems and challenges — contacts who can continue to offer feedback and assistance long after the seminar ends.
- You'll get the energy and motivation to try new ideas and tackle long-standing, nagging problems — a jolt to get you going.
- You'll have fun! The seminar day is filled with humor, camaraderie and excitement.
- You'll increase your value as a true professional — well-trained, educated and equipped with the latest intelligence in your field.

We care about the goodwill of our customers — that's why we are the only seminar company to encourage your continued satisfaction and support with programs that benefit you long after the seminar ends.

Guaranteed Results!

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this seminar will provide you with up-to-date training strategies and pointers you can use immediately. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — ***hassle-free.***

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Registration Information

Enroll Today! Hurry, our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete.

Payment is due before the program.

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

Program Schedule

Check-in: 8:30 a.m. – 9:00 a.m.

Program: 9:00 a.m. – 4:00 p.m.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

Please Note:

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- Lunch and parking expenses are not included.
- Dressing in layers is recommended due to room temperature variations.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Units (CEUs)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning Solutions, Inc. are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org. Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

Onsite Training Solutions

Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

Maximize Your Training Budget!

Onsite Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation, visit us online at pryor.com/onsite or call us at **1-800-944-8503** today!

Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit www.pryor.com/certificate. Certificates will be available 10 days after your event has ended.

Update Your Contact Information!

Simply make corrections to the mailing label on the back page of this brochure. **Mail** corrections to P.O. Box 413884, Kansas City, MO 64141-3884 or **fax** to 913-967-8849. We'll change our records for the very next update. Thanks!



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- Call 1-800-556-2998

- Fax to 913-967-8849
- Mail your registration

1 **YES!**
I want to enhance and strengthen my training skills. Enroll me today! Group discounts available.

2 **IMPORTANT!** Please fill in VIP number as it appears on the mailing label.
VIP _____ (_____) if available

3 **ORGANIZATION INFORMATION**
Organization Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
Telephone: _____ Fax: _____
Approving Mgr.'s Name: Mr. Ms. _____
Job Title: _____
Email Address: _____ Business Home

4 **QUICK CONFIRMATION**
 Please email or fax my confirmation to me within 48 hours.
My email address or fax number is: _____

5 **NAMES OF ATTENDEES** (Please list additional names on a separate sheet.)

#1 Attendee's Name
Mr. _____
Ms. _____
Job Title _____ City Event # _____

Email (required): _____ Business Home

#2 Attendee's Name
Mr. _____
Ms. _____
Job Title _____ City Event # _____

Email (required): _____ Business Home

6 **METHOD OF PAYMENT** (Payment is due before the program.)
Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).
Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; Honolulu 4.712%), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).
Total amount due: \$ _____
 Check # _____ (payable to **Fred Pryor Seminars**) is enclosed.
 Bill my organization. Attn: _____
 Purchase order # _____
(Attach purchase order to completed registration form.)
 Charge to: AmEx Discover MC Visa
MO. _____ YR. _____
EXPIRATION DATE

CARD NUMBER
Card Holder's Name _____
Tax-Exempt # _____
Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax or online, please do not return this form.

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One-Day Seminar



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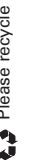
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ONE-DAY SEMINAR

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