

# TRAINING FOR TRAINERS

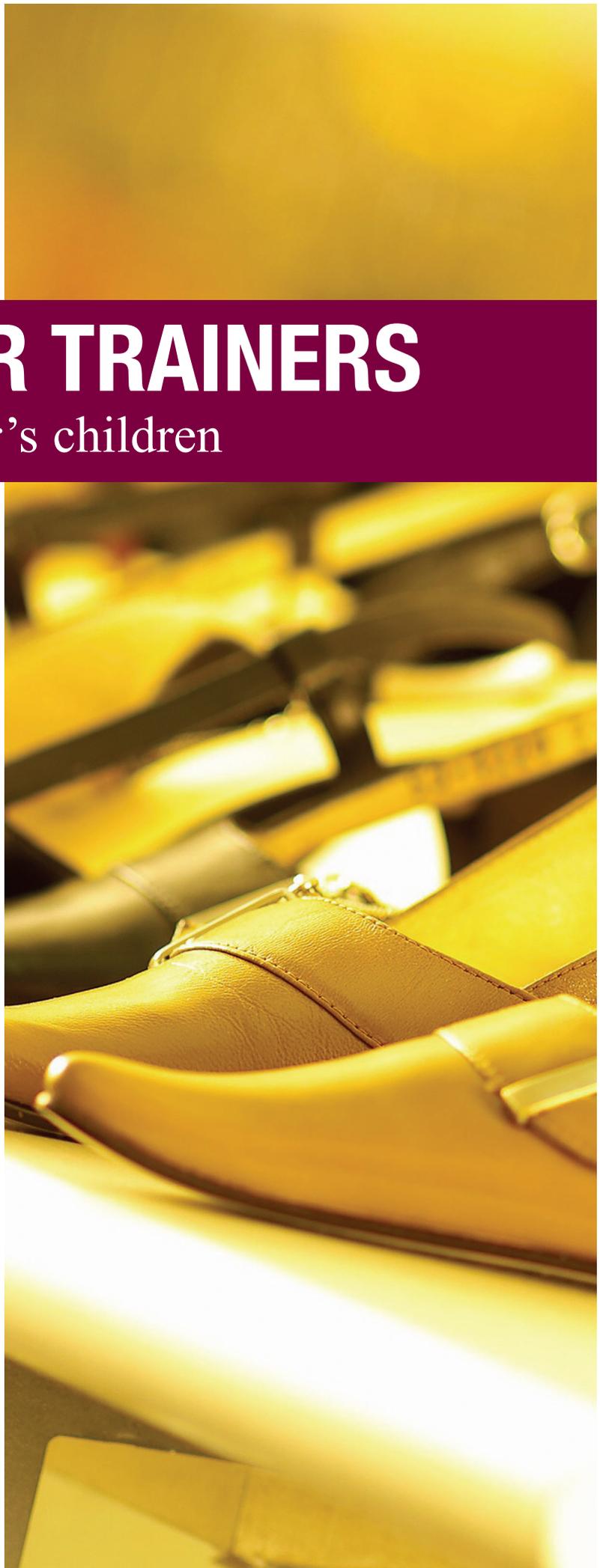
## Moving beyond cobbler's children

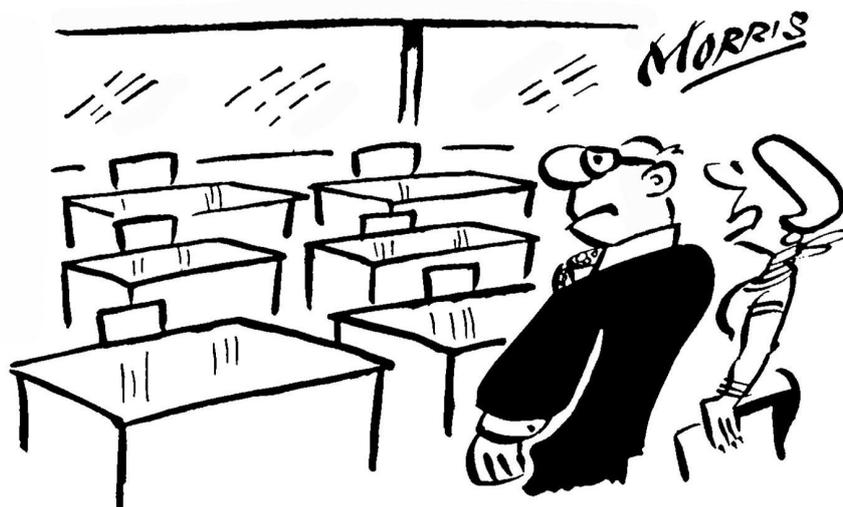
GERRY TALBOT AND ZENA KNIGHT

The proverb tells us that cobblers' children are the worst shod – how true this can be for those responsible for training in modern business. Companies will invest significantly in internal training of staff, perhaps on customer service or as part of a change management exercise.

Yet how many of those trainers receive regular development training themselves, to ensure they are the most effective and engaging trainers they can be? How many evolve into being trainers with no formal instruction on how to optimise what their delegates learn? Well-trained internal trainers maybe part of the competitive edge needed in modern business.

At this level, the learning for trainers needs to be more than simple presentation skills or curriculum design. A top trainer needs to know how to create the right experience for their delegates, appealing to all who attend and ensuring appropriate take up of concepts in those crucial days after a training event, back in the office. Of the many things an effective trainer needs to know, these three are key:





**"Your talk on 'promptness' seems to have worked. Everybody was out of here by one minute after five."**

**People learn in different ways:-** developing an understanding of different learning styles – how people absorb information – can be the difference between a training event people enjoy, and a training event people use and recall for some time afterwards. Varying the modes of learning throughout a programme allows a trainer to get their message across to the whole audience.

**People remember in different ways:-** to ensure continued recollection and use of any content in a training programme, it is important to understand how people store knowledge in their memory, and how they recall it later. More importantly, it is essential to understand how this can be used to create lasting impact after a training course.

**People's actions can be influenced in different ways:-** with the right skills and knowledge, a trainer can position the learning to increase the likelihood of key messages being understood, retained and used. With appropriate

language and positioning, a trainer can help a delegate see the benefits of adopting the knowledge from the training event.

With teams of trainers, learning these skills together, within an in-house programme can breathe new life into internal training programmes and corporate-wide initiatives. The trainers have a shared body of knowledge and experience which they can use to ensure they support each other in implementing their improved knowledge.

**“ Varying the modes of learning allows a trainer to get their message across to the whole audience.”**

Internal trainers who access advanced knowledge in their field revitalise their own programmes and improve their own performance. No longer will their own level of training be compared to the neglected, shoeless children with a cobbler as a father.

## FURTHER INFORMATION

Gerry Talbot and Zena Knight are Directors of the leading behavioural change training company, Advanced Behavioural Capabilities Ltd.

They develop and empower trainers to radically transform the results they achieve within their

own courses through their Transforming Through Training programme.

To learn more, visit [www.abc-training.com](http://www.abc-training.com) or call 01638 664345.