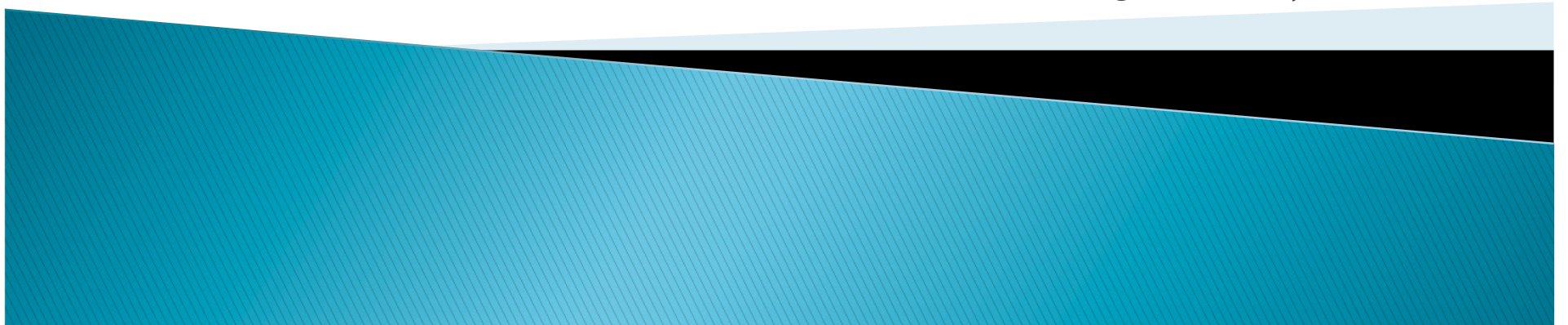


OLYMPIC LEVEL TRAINERS: Mastering the Science Behind Engagement

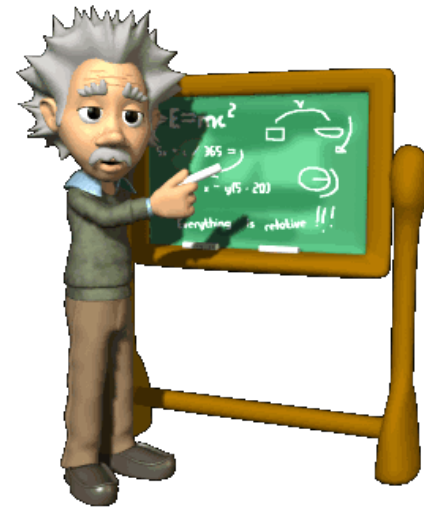
Sharon Mast
Certified Trainer & Group Facilitator
IIRP European Conference
June 11, 2015



Albert Einstein...

“I never teach my pupils.

I only attempt to
provide the conditions
which they can learn.”



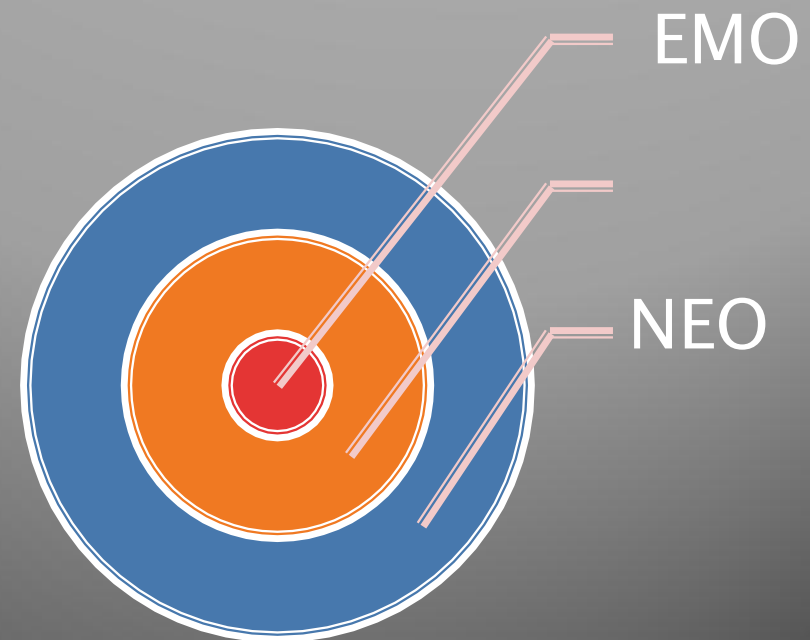
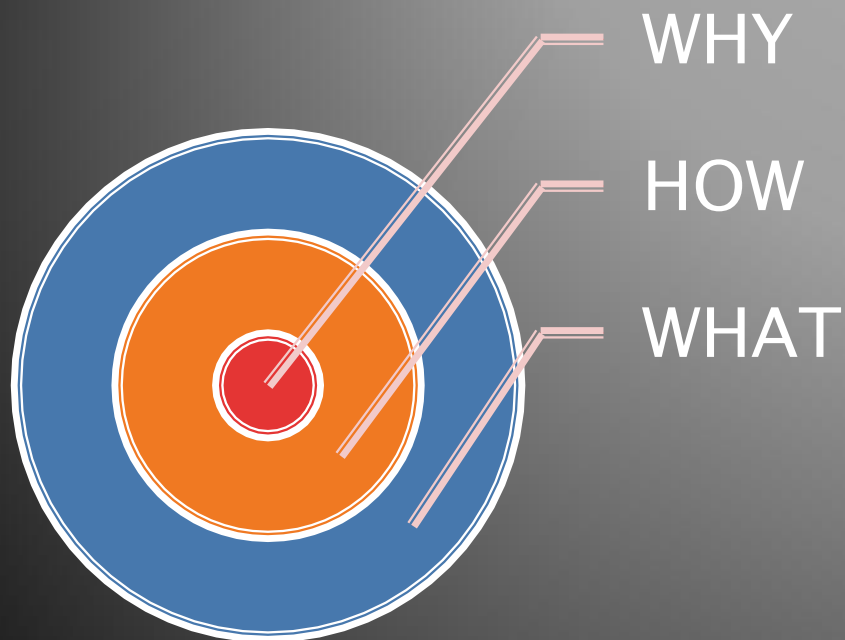
FACT or FICTION

- ▶ Our listening efficiency is only 11–18%.
- ▶ We make decisions from our logic center of the brain.
- ▶ Adults want hands-on experiences in training.
- ▶ The Association of Talent Development estimates that US organizations spend over \$164 Billion on employee learning in 2012.

Engaged Participants

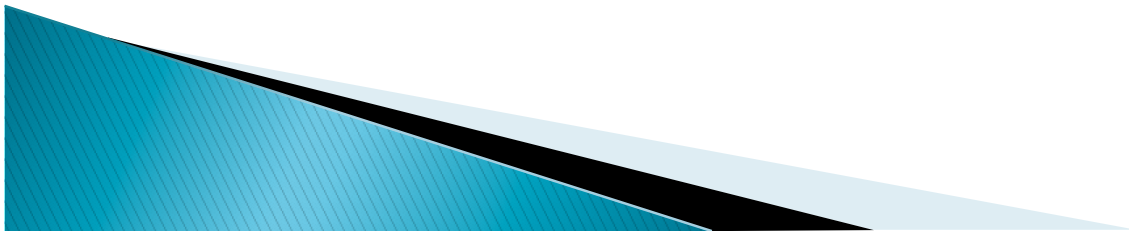


It's Not Opinion, it's *Biology!*



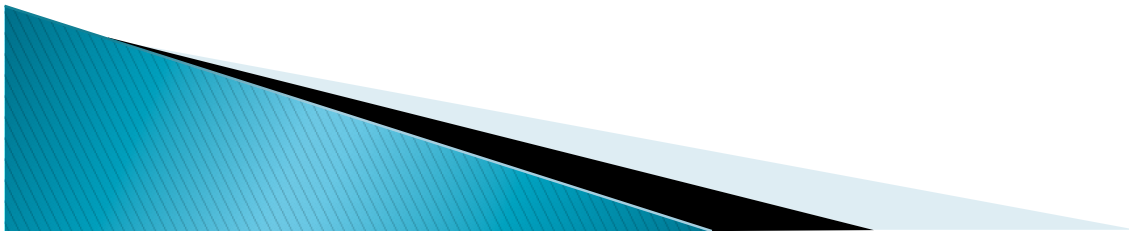
Brain Game

- ▶ Blue shoes
- ▶ Red dress
- ▶ Pencils
- ▶ Pens
- ▶ Fast cars
- ▶ Old man
- ▶ Chocolate Cherry Wine
- ▶ Dirt bike
- ▶ Italian sandwich



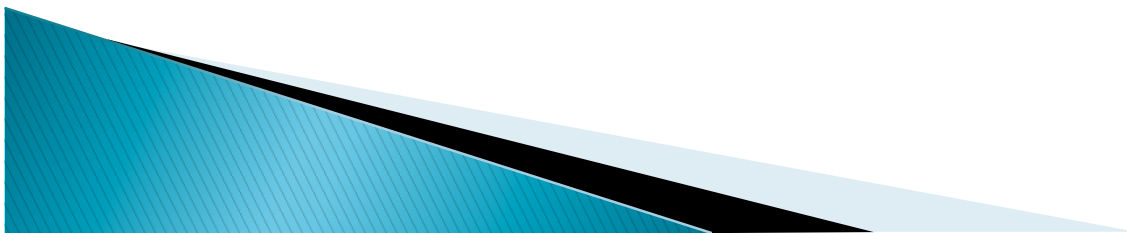
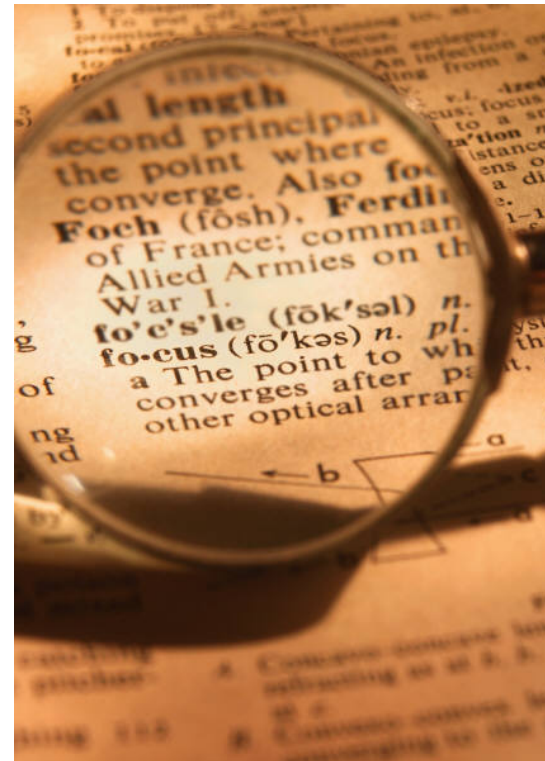
Brain Science Facts

We filter information
that conflicts
with our thinking.



Brain Science Facts

Our working memory
is tied to our ability
to focus our attention.



Brain Science Facts

We all have...

- ▶ Different attention spans.
- ▶ Processing speeds.
- ▶ Ability to organize thought.
- ▶ Different levels of understanding of the material.



DID YOU KNOW???

- ▶ Our listening efficiency is **ONLY 11–18%**
- ▶ The average person speaks **125 words/min.**
- ▶ We listen at approx. **300 words/min.**



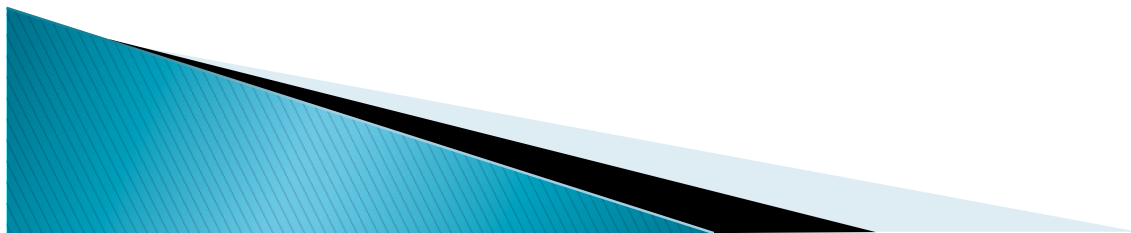
WHAT DOES THAT MEAN???

REMEMBER...

Make Sure You Are Finished Speaking

Before

**Your Participants
Are
Finished Listening.**



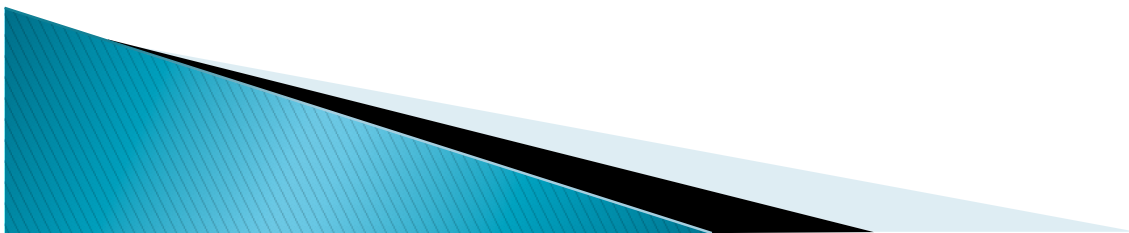
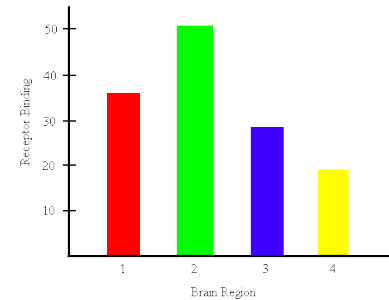
Brain Science Facts

Our brain naturally wants to categorize things.



How to Categorize

- ▶ Bullet Points
- ▶ Columns, charts, graphs
- ▶ Organize 'like-concepts' together
- ▶ Create space
- ▶ Use pictures, colors, shapes



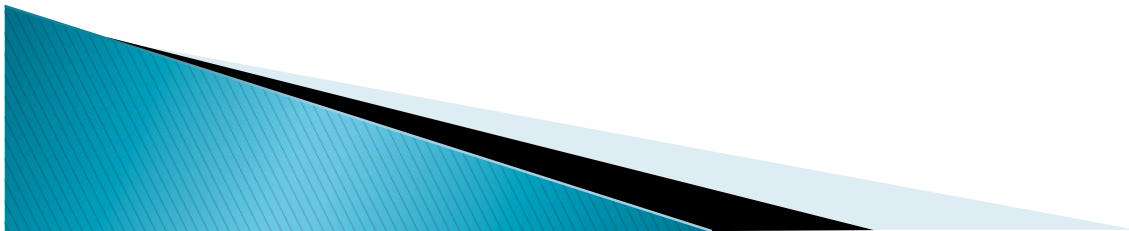
Instead of...

- ▶ In 2011, 60,000 youth were detained in juvenile residential placement in the U.S.
- ▶ Black juveniles are held in residential placement at twice the rate for Hispanics and five times the rate for Caucasians.
- ▶ Five times more Whites use drugs than Blacks yet Blacks are sent to prison for drug offenses at 10 times the rate as Whites.

▪ NAACP Criminal Justice Fact Sheet, 2010.

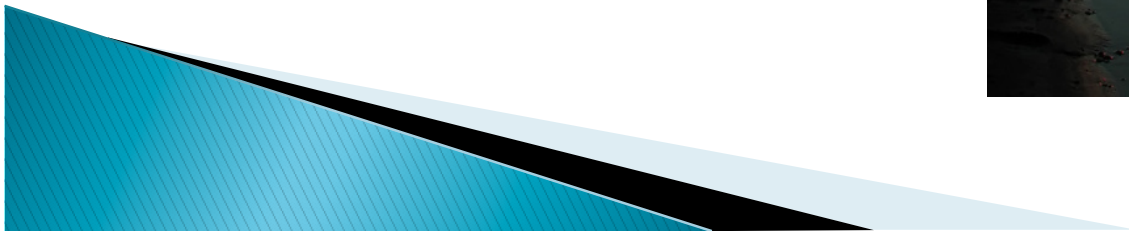
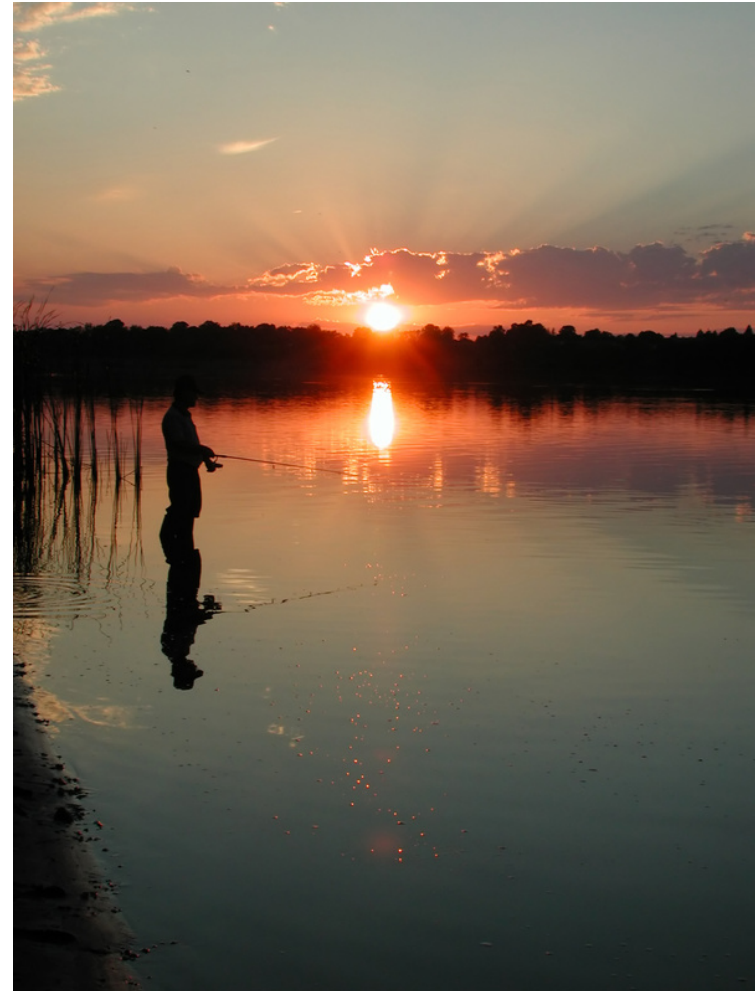


Consider This *First...*



Brain Science Facts

People learn best
when
in a *FLOW STATE*.



Brain Science Facts

We need predictability

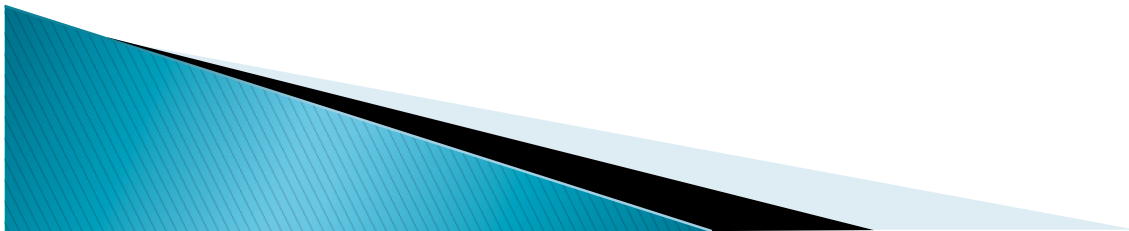
BUT

we also like surprises.



Fun Ways to *Surprise*

- ▶ FACT or FICTION / DID YOU KNOW???
- ▶ Situational Experiences, Games, Video clips
- ▶ Build in FUN! HUMOR! “Top 10” List
- ▶ Play music
- ▶ Plan the unexpected 1 minute break, snacks



Learning Styles



Adventurous Learner



Social Learner



Practical Learner



Conceptual Learner

Generational Nuances

Each generation and culture has nuances and experiences related to training and learning.

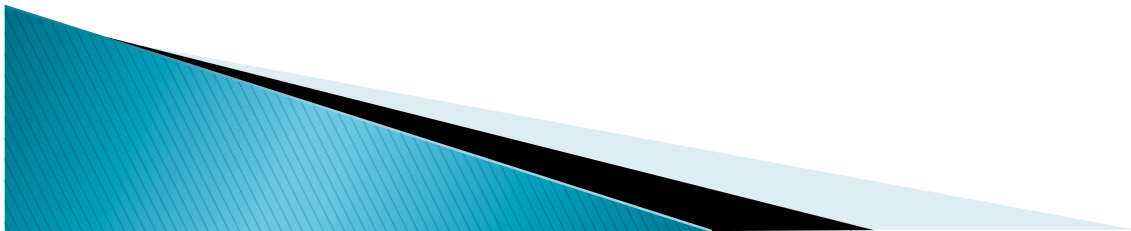
Why is this important to know ?



East Meets West



YOU'RE ON!



The Kirkpatrick Model

Level 1: Reaction

- To what degree participants react favorably to the learning event.

Level 2: Learning

- To what degree participants acquire the intended knowledge, skills & attitude based on their participation.

Level 3: Behavior

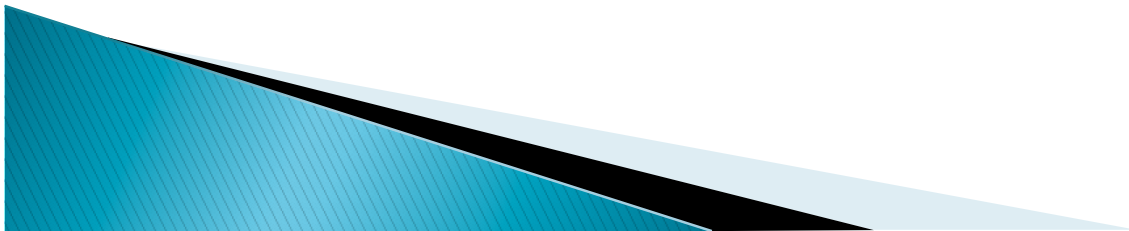
- To what degree participants apply what they have learned once they are back on the job.

Level 4: Results

- To what degree targeted outcomes occur as a result of the learning event and subsequent reinforcement.

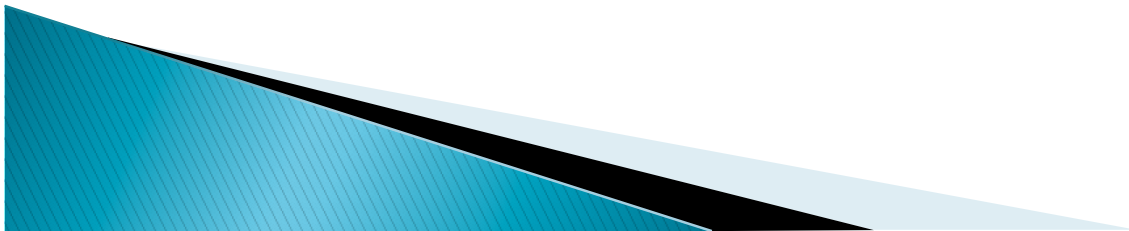
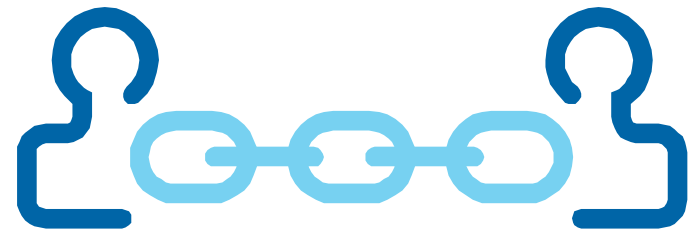
Craft Your Training

- **Step 1: Do Your Research**
- **Step 2: Create Your Content**
- **Step 3: Design Your Presentation**
- **Step 4: Practice**
- **Step 5: Perform, Refine, Repeat**



Remember To...

- ▶ Pay attention to your tone, pitch & body language.
- ▶ Ask questions from a curiosity perspective.
- ▶ Engage all learning styles: Visual, Auditory, Kinesthetic.
- ▶ Give them some control.
- ▶ Keep them busy.



Your Tools

Quotes / Statements / Surprises

Movement

Good Facilitation

Facts / Figures

Small & Large group activities / exercises

Videos

YOU!

Self Reflection

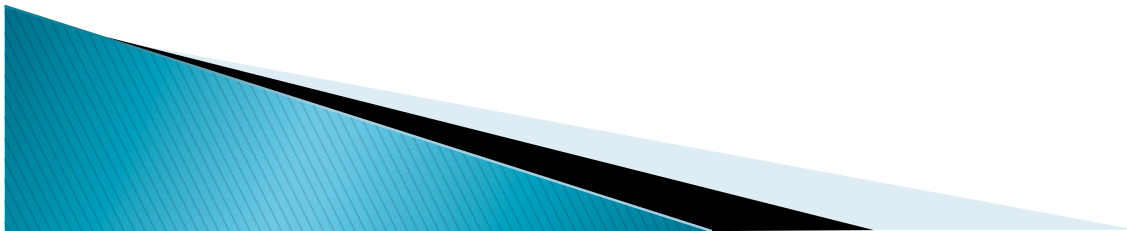
Research

PRACTICE!



Your Ticket Out

What is one thing you learned,
were surprised by,
OR realized
from this training?



Louis Thun, Industrialist

We are Heirs to an exceptional past

Custodians of a challenging present and

Architects of a limitless future.



What will you build?

For More Information, Contact



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610-781-1888
www.sparkss.com



Workplace Culture, Employee & Leadership
Development and Personal Growth.