WORLD CUP TRAINERS: Mastering the Science Behind Engagement

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“I never teach my pupils. I only attempt to provide the conditions in which they can learn.”
Engaged Participants

- Sense of Belonging
- Engagement
- Motivated to Achieve
- Mastery
- Autonomy
- Pay it Forward
Brain Science

- **A. Old Brain, aka Reptilian brain**
  - Can I eat it?
  - Can I have sex with it?
  - Will it kill me?

- **B. Mid Brain: Amygdala**
  - Processes emotions
  - Decision making

- **C. New Brain, aka Neo Cortex**
  - Conscious reasoning, logic
It’s Not Opinion, it’s *Biology*!

- WHY
- HOW
- WHAT

- EMO
- NEO
Brain Game

- Blue shoes
- Red dress
- Pencils
- Pens
- Fast cars
- Old man
- Chocolate Cherry Wine
- Dirt bike
- Italian sandwich
We filter information that conflicts with our thinking.
Brain Science Facts

We all have mental models.
Mast Metals Corp. has advanced our spine fusion line to include products needed for cervical, thoracic and lumber problems.

Last year, we sold our product in 28 countries and assisted in 138,492 surgeries.

We are seeing improvements in pain reduction, spinal straightening and height.

In 2015, we plan to expand our foothold by 56%.
Consider This *First*...
HOW DOES THIS HAPPEN???

SEE & HEAR

TELL A STORY

FEEL

ACT
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.
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
People learn best when in a **FLOW STATE.**
We need predictability

BUT

we also like surprises.
Fun Ways to *Surprise*

- FACT or FICTION / DID YOU KNOW???
- Situational Experiences
- Build in FUN! HUMOR! “Top 10” List
- Play music
- Plan the unexpected 1 minute break
East Meets West
Each generation and culture has nuances and experiences related to training and learning.

Why is this important to know?
YOU’RE ON!
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.
- Give them some control.
- Keep them busy.
Your Tools

Quotes/Statements/Surprises

Good Facilitation

Movement

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?
We are Heirs to an exceptional past

Custodians of a challenging present and

Architects of a limitless future.

What will you build?
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Workplace Culture, Employee & Leadership Development and Personal Growth.