



Training Workshop Essentials: Designing, Developing, and Delivering Learning Events that Get Results

ROBERT W. LUCAS

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Winner: Gold Axiom Business Book Award in Human Resources, 2010

This unique training resource offers trainers, educators, and facilitators a hands-on guide for designing and implementing training workshops and sessions that incorporate concepts learned from research on how the human brain best obtains, retains, and recalls information. By using this proven approach, trainers can create memorable workshops that are dynamic, fun, and effective events.

The author shows how to design, develop, and deliver training from a whole-brain perspective that addresses the three different learning modalities (auditory, visual, and kinesthetic). Trainers can tap into accelerated learning strategies, address needs of different generational and diverse learners, and employ learner-tested techniques by applying key concepts from this book.

This important book covers all the basics including selecting a topic specifically to address audience needs. It provides a step-by-step process for creating an outline, designing, developing, and using brain-friendly support materials, choosing the appropriate location (with the right equipment and furnishings), choosing the best time and date, and offers tips for presenting the content to learners in a creative and professional manner.

Training Workshop Essentials offers brain-based strategies and techniques that go beyond typical training methods. These approaches will reach out and pull learners into the session's content and allow them to truly experience and retain the information long after the training ends.

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