

2009 National Speaker Association Convention
Phoenix, AZ

Successful Switch-hitters: Moving from Keynotes to Training and Vice Versa
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Tuesday, July 21, 2009
10:00 am – 11:15 am

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Notes for July 21, 2009 Breakout session-

For a trainer moving into a keynote: SLICE AND DICE. You can only deliver so much!

Tips for keynote development:

- 1) At the end of your speech, what does the audience walk away with?
- 2) What is the context of the meeting and how can you identify with the audience's world? What is the current context of their life?
- 3) What are the key points you wish to make? Make sure you ask your client what % of the presentation should be content and what % motivation.
- 4) What stories, examples, metaphors and facts/data underscore those points?
- 5) Is there a way to build in MEANINGFUL audience interaction?
- 6) The beginning and ending are always the most important. Grab their attention in your own unique way—set the stage for what is to follow—and close with a summary point that gives them either direction, hope, or next steps.
- 7) How you craft a keynote is influenced by WHEN you are to give it. Opening: set the stage for what is to follow. Lunch: short, punchy, funny and minimal interaction. Close: Summarize what has gone before and get them ready to go back to the “real” world.
- 8) Be on the lookout (constantly) for personal stories, observations, information, and interesting facts that might—someday—become fodder for your speech.
- 9) To PowerPoint™ or not—THAT is the question!
- 10) Be real. Rejoice in spontaneity. Play with the audience. Look for tie-ins with the venue—what preceded you—a current event that everyone knows about.

Other notes of caution: Get permission to bring people on stage beforehand:

Make it safe for the most reserved person in the room. If a semi-hostile or hostile audience, acknowledge it up front. Know your size in front of an audience. You must be seen.

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For a trainer moving into a keynote: FILL AND SPILL. You can only deliver so much! Stories and humor alone will NOT carry the day.

Tips for training design:

Create a connection to make learners feel at ease as well as ready to value the information.

1. Connect learners to learners. Get them involved in meaningful, topic-related conversations.
2. Connect learners to what they already know about the topic
3. Ask learners to connect with what is their personal goal or take-away
4. Have learners look at the trainer's outcomes and discuss which ones come closest to their personal goal.
5. Always connect the training to real-world application.

Seven Ways to Engage Them In Dialogue and Encourage Participation:

- 1) Ask open ended questions (what, how, when, where, who, why)
- 2) Turn to next person and discuss
- 3) Break into small groups and discuss -- group selects spokesperson or each person speaks (give them the opportunity to stand & speak)
- 4) Individually write down thoughts/ideas
- 5) #4 followed by #2 or #3
- 6) Call on them by name (optional: give advance warning that you'll be calling on them for their input, insights or response to a question)
- 7) Pick a name out of "hat" -- person picked gets to be in "hot seat"

Look for opportunities to share your own personal stories & experiences; let them get to know you. No better way to get them to dialog with you than to give them an opportunity to get to know you It creates credibility and trust.

Ten Tips for Making the Learning Stick:

Let Them:

- 1) Hear It
- 2) See it
- 3) Write It
- 4) Discuss It
- 5) Practice/Apply It

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- 6) Get Feedback/Coaching
- 7) Capture Key Lessons & Ideas – they think it; they write it (think it and ink it!)
- 8) Verbalize Lessons – they state it publicly
- 9) Practice/apply in real world setting
- 10) Report & debrief back to class

Have a List of Core Questions You Ask Regularly to Debrief and Facilitate Meaningful Discussion

Here are examples of questions that can be asked as a means to debrief with participants after any exercise, discussion, lecture module or at the very end of the training day as a wrap-up:

- 1) What did you learn?
- 2) How is/was this relevant for us as (fill in their roles/ positions)?
- 3) What will you do differently as a result?
- 4) Where/when will you apply this information?
- 5) What difference will it make with your career, on the job or in your life?

Recapping the Day: Use the RAT Formula (RAT Formula provided by Marilyn Semonick, CSP)

R= Reflect – How did you feel?

Review with them different parts of the day, different exercises they did, etc.

Ask: What screamed at you about what we did?
What sticks out most in your mind as you reflect on the day?
Were you uncomfortable at times today or did you have any resistance come up for you?

A= Analyze – What do you think?

Ask: Why do you think it played out the way it did?
What caused that to happen?
Why was that so significant?
What did you learn from that?
Do you think any of your cultural values or beliefs played into things?
Might there be any personal habits, patterns or beliefs that got in your way?

T= Transfer - How does this relate to your situation at work? How can you use this information to your benefit? What will do differently as a result?

Any exercise is only valid if it ties back to their world (at work; in their career)

*On chart paper, record their responses and save it to be used for your review at the start of your next session)

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Or Recap by Asking –

- 1) What did you learn?
(This the thinking piece – they're made to intellectually process their learning.)
- 2) How will you use it? Get them to be specific.
(This is the action piece – they commit to implementing ideas, skills.)