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# Instructor Communication Skills, 1-Day

## PROGRAM OVERVIEW AND OUTLINE

**Overview:** Our Instructor Communication Skills program is designed for mid to large-size groups of corporate instructors, delivered by an experienced coach.

**Number of participants:** 10 - 12 instructors with 1 coach.

**Format:** 1 day.

**Coaching** is highly interactive and supportive. Instructors will own and use the skills immediately through the combination of expert coaching, layered skill development, and videotape & review.

All **videotaping** is done on digital media. All video and playback equipment is provided by Vautier Communications. Once the program begins, all media belongs to each individual instructor.

## Focus of the Day – Skill Acquisition

**Initial Skills Assessment:** Each instructor is videotaped delivering 90 seconds of their program content. The purpose of this is to ‘see and hear themselves’ as their learners do.

*Videotaped & Reviewed.*

### Executive Presence

- **Focus for Confidence:** Instructors learn a skill which helps them think more clearly and come across as confident, sincere and engaging.
- **Natural Energy:** Instructors learn a series of skills which include how to stand and move, what to do with their hands, how to control their vocal energy with volume, inflection and momentum or pace. When managed, the instructor looks and sounds more natural, credible and interesting. *Actively Coached, Videotaped and Reviewed.*
- **Positioning:** Instructors learn how their position in the learning environment and in relation to their learners affects their communication effectiveness. Positions (standing, sitting, circulating) are reviewed in detail, covering when they might choose to use each and how to do so properly.

### Planning

- **Understand your participants:** A worksheet is introduced which helps each instructor think through who his or her learners are so that the learning program can meet their specific needs.
- **Setting learning objectives:** Instructors are introduced to the ABCD Model for setting learning objectives. An example of the model is discussed and then the instructors practice writing a learning objective for their program using the model.



## Focus of the Day – Skill Acquisition (continued)

- **Select a Format:** Instructors are introduced to the 'Know This' format. This organizational template applies logic to the flow of information that updates, educates, or informs. Instructors are encouraged to use this message organization tool when designing new programs.
- **Forms of Influence:** The 6 major forms of influence are introduced along with several visual and video contextual examples. Instructors are then encouraged to employ forms of influence in their programs to further connect with their learners and make their content more memorable and persuasive.
- **Retention Planning:** Instructors review the reasons why retention planning is imperative to effective instruction. *The Learning Pyramid* is reviewed, reminding instructors of the importance of delivering their content in a way that resonates with all learning styles. We then discuss tips and best practices for retention planning.

### Teaching Tools

- **Teaching tool options:** A handout is introduced, covering various teaching tool options that can be used to increase learner engagement and retention.
- **Storytelling:** Instructors learn the universal form for sharing a story and discuss why storytelling can be an effective teaching tool. The group then listens to a story about 3M Post-it Notes and completes a worksheet, breaking down the components of the story for better understanding. We wrap this section with the instructors writing the 'Story of Your Participant'.
- **Whiteboarding:** Instructors learn best practices for using a white board in a learning environment, as well as how to apply the Executive Presence skills when delivering using a white board. Instructors watch a video example of Simon Sinek using a white board to show the skills in action.

### Final Delivery

- **Single slide or whiteboarding:** Instructors get one more opportunity to deliver to the group, using either their slide content or whiteboarding a concept or an idea. Instructors are encouraged to put all of the Executive Presence skills to use, making note of 1 or 2 specific skills they want/need to focus on developing. **Actively Coached, Videotaped and Reviewed.**

### Program Evaluation, Retention Tools & Close