



3 Secrets to Success for Training Facilitators

What is a trainer's secret to success for delivering meaningful training? Most people have their own "secret sauce" or signature approach when it comes to helping others learn something new. Although, whether you are just starting off or have decades of training facilitation experience, you are driven by the common qualities that make a great trainer – training expertise, knowledge, and facilitation skills. You know what it takes to get the audience engaged and get the training done.

Based on the article, *Become a Good Training Facilitator*, written by Wanda Piña-Ramírez and Norma Dávilaon, a great trainer can easily check off each one of the following key areas that define a training facilitator:

1. **Subject Matter Expertise** – Your strong proficiency in a field of interest is what makes you an expert. Staying current on news and trends, examining different viewpoints, talking to people, attending industry events, and reading relevant research supports this ongoing wealth of knowledge.
2. **Training and Delivery Skills** – It's important to consider ITOL's Framework for Trainer Excellence to ensure you have the skills to be successful. With changes driven by digital, mobile, social technology, demographic shifts, globalization, and economic forces, some of the best training experiences continue to evolve.
3. **Storytelling Capabilities** – Learners need to connect with the trainer at an emotional level. This is where storytelling can play a key role in connecting the learner to experiences and training. A great story can be told where attendees remember it many years later because it was relevant and personal. Now that's making a connection.

But wait, there's more!



Additions to Your Training Repertoire

If you want to make training truly impactful, there are three more secret areas to consider. According to recent research, most corporate training fails for three reasons. So, let's take the three problems, turn them into secret strengths and add them to your training repertoire.

Here are three key areas to consider making your training truly impactful.

- ❖ **Realism** – Make training more realistic! Scenarios or role-play exercises need to prepare employees for what they will actually encounter in a business situation. Make examples and training as real as possible to have the greatest impact on the learner.
- ❖ **Unpredictability** – Break the mould of what is expected in a typical training session! Throw out the typical 'tried and tested' scenario and build variation into your training. Make the training full of different real-life situations and problems, so people can learn how to adjust to any situation. The more variation, the better.
- ❖ **Differentiation** – A one-size-fits-all training approach does not meet the different needs of the learner. Take generic training and turn it into something magical and customized for each learner. If you can break the content down into smaller chunks then think of different approaches to learning and provide a small menu of learning experiences. Each learner can then buy into their preferred group. If you can modify the training to be more individualized, then do it.

Training is an art. Just because someone has the knowledge, speaking skills, and can share lots of information does not necessarily make that person a great training facilitator. Great trainers apply a foundation of core learning principles and then bring their own individual skills. That makes them unique and shine as a professional.

