

Training & Presentation Tools: Using Brain Science to Make Training Stick

Prerequisites: None
Schedule: Three Hour Session

Course Objectives

This workshop is designed for any professional who conducts training and/or presentations. Participants will receive an overview of six learning principles that are based on the latest neuroscience/brain research. They will apply these principles to design training sessions or presentations that encourage learning and increase retention of the relevant information.

Organizations invest significant time and resources in both on-the-job and off-the-job training, as well as in presentations to relay information for a variety of business reasons. The more information that participants quickly learn and retain, the more effective the organization can be in using that information. This workshop showcases six learning principles based on brain science and Sharon Bowman's newest book: [Using Brain Science to Make Training Stick](#).

- 1) **Movement trumps sitting.**
- 2) **Talking trumps listening.**
- 3) **Images trump words.**
- 4) **Writing trumps reading.**
- 5) **Shorter trumps longer.**
- 6) **Different trumps same.**

In this interactive, hands-on program, participants will discover **multiple** ways to use each of these learning principles to experience, discuss, teach, and practice more effectively. Everything that is taught and experienced in this workshop has immediate relevance and can be applied to both synchronistic and asynchronistic learning situations.

Course Topics Include:

- 1) **Explore** the most current "cognitive neuroscience" – brain science from this past decade about how humans learn.
- 2) **Discover** six learning principles that are based on this brain science and that will put to rest outdated assumptions about learning.
- 3) **Experience** a variety of instructional strategies that illustrate these brain-based concepts and that you can use immediately in your own training programs.

By the end of the program, participants will be able to:

- 1) **Explain** the importance of brain science as it relates to learning, and why successful trainers and presenters need to have this information.
- 2) **Apply** brain science and the six learning principles to any course you teach, whether classroom or online, regardless of the content, size of the group, or level of learners. *Example: Writing trumps listening.*
- 3) **Access** the newest brain science resources to enhance your own understanding of the human brain and human learning.

About the Speaker

Marcia Jackson, President of Training Resources, has worked with businesses large and small throughout the nation to improve workplace performance, multigenerational relations and communications. She holds numerous certifications in Training and Development & Organizational Development and has owned her own company for 18 years.

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