

Train the trainer contents

2. Introduction
 5. Stages of Competence
 14. Develop your aims and objectives
 21. Know your audience
 23. Structuring the training session
 26. Mind Mapping
 29. The Training Introduction
 47. Question Technique in Group Training
 53. Training Difficult People
 56. Visual Aids
 58. Writing Handouts to Support Your Learning Event
 59. Delivering the Presentation
 61. Your Vocal Image
 64. Your Visual Image
 67. One-to-One Training
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74. Planning Templates
 91. Action Plan
 92. Notes
 93. Course Evaluation Form

KNOW YOUR AUDIENCE – manual pg.21

After developing your aims and objectives, you need to consider your audience. Who are they? What are their needs? Values? Beliefs? Knowledge? Attributes? Likes? Dislikes? The more you know about your audience, the more likely you will succeed with your ideas and the way you present them.

*Approach your training presentation from your audience's perspective
- not your perspective -*

The key to thinking about the topic from the audience's perspective is that it allows you to pitch the training at the right level. For example, a training session about software programming to a group of Marketing Executives will only be successful if it highlights the key benefits that the programmes will bring to that department and how they can use it to access the information they need. If you run through the full programming capabilities you will risk boring and alienating them from the start - even if that's the bit you like!!!!

Gathering information about your audience can be conducted in several ways:

- Request a list of attendees and their job titles.
- Talk with some attendees in advance of your training session.
- Interview the managers of those who will be attending to find out their needs.
- Send out a questionnaire to the trainees prior to the course.

To assist you in identifying the characteristics of your audience, use an Audience Analysis Checklist (on page 22). It will help you to form a picture of your listeners and determine what approach to take to accomplish your aims and objectives.

EXERCISE

Think of an upcoming training session and write a brief profile of your audience. Consider the characteristics listed in the Audience Analysis Checklist on the next page.