

Train The Trainer

2 days

A trainer needs to be familiar with the basics of pedagogy – how to convey facts and explain processes in a simple, structured and logical way. As a trainer you also have to act with authority and at the same time deal with the group and the individual participants in a smooth way. Your teaching methods and the way you present yourself decide whether it will be a successful course. We supply the tools, models and techniques that make your job successful.

Goal

The goal with this course is that you should be able to:

- work methodically when preparing a course or a lecture.** You should be familiar with different ways of structuring materials and different techniques for introductions and endings. You should know how to deliver your message efficiently. You should also know how to stick to the main thread when explaining a process or a technique.
- carry out exercises,** make your participants take an active part in the training, and deal with questions.
- deal with difficult situations that can arise in a group,** e.g. a participant who takes no interest.
- use a relaxed and persuasive body language in order to get your message across.**
- act professionally and with authority** in your role as a trainer.
- avoid common pitfalls** and know how to behave as professionally as possible in a group. You become more aware of the concept of social code.

Target group

This is a course for anyone who has to:

- design and carry out training for external participants.**
- carry out a course for a client** who has bought your system or your product (end users, support departments, system administrators, technicians etc.)
- explain to a client how a system or a product works as part of the sales process.**
- carry out internal training or inform about policies, new systems etc.**
- explain a technical process** to colleagues, participants in projects or other departments.

Cognosis is a Swedish training company with trainers from Sweden, the UK, France, Spain, Germany and Poland, all with extensive international experience. Our trainers have international business experience, academic background and a proven pedagogic skill. Cognosis is known for effective high-quality training based on realistic cases-studies, leading to concrete results.



Det universitetet inte lär ut är vi specialister på.

Contents

This is an intensive course in pedagogy, teaching methods and presentation skills for trainers and people involved in communicating with the public. You will get practical advice from trainers who are very experienced in training professionals. The training includes theory as well as exercises and personal feedback. You are expected to participate actively and give a short lecture. Your presentation will be videotaped.

Course items:

- **Teaching methods:** seven different models for structuring a presentation. The methods will help you stick to the main theme and steer the presentation towards a clear goal.
- **Pedagogy:** how to open a course and create the right group climate; how to deal with participants in a smooth way; how to feel secure and act persuasively as a trainer.
- **Exercises and activities:** how to make your participants take an active part in the course; how to create an interest and gain response; how to make "the experts" contribute in a constructive way. Question techniques and how to deal with weak participants who are scared of delivering the "wrong" answer.
- **Visual aids:** what aids to use, when to use them and how to use them in a professional way. Common pitfalls.
- **Participants' questionnaires:** how to formulate questionnaires to set the right level for a course.
- **Body language:** up to 70% of communication is non-verbal. Body language can reinforce and confirm your message and your role – or it can prevent your message from coming across. Signals, gestures you are not aware of, posture, eye contact. Taking control of the room. Social code.
- **Difficult situations:** how to deal with participants who are disinterested or tired, or a heterogeneous group; how to deal with difficult participants, e.g. someone who tries to take over the course, tries to throw you off balance, or someone who argues with everything you say.
- **Course evaluations:** how to design and interpret course evaluations.
- **Identifying and developing your personal style as a trainer.** You will get the opportunity to make your own presentations and the trainer will give you personal feedback. You will get hands-on advice on how to become a better trainer.



*When coming on a Cognosis-course, you will be an active participant and get two tough, intensive days (and a number of laughs) that we guarantee will make a noticeable difference in the way you act as a professional.
We look forward to training you!*

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