



WHAT'S FOR LUNCH?

That seems to be the BIG question everyday.

Italian? Thai? Mexican?

How about some *learning* for lunch?

With limited time for learning of any kind, individuals demanding smaller chunks of learning and limited resources, it's no wonder that Brown Bag Sessions or Lunch 'N Learns are making a *strong* comeback in organizations!

Here are a few quick tips for making Brown Bag Sessions successful in *your* organization:

1. Allow sufficient eating time so the appropriate climate can be set.
2. Survey employees for topics of interest. What would they like to know more about or be able to do? Include both work and personal topics. Get creative!
3. Publish, post and circulate attractive announcements.
4. Be inclusive! Encourage all employees to attend.
5. Post YouTube links or schedule video viewing on a related topic to follow-up a successful speaker.
6. Ask for feedback, and make sure speakers are first rate!

Limited budget? Use your local small businesses! Arrange for a local bakery or caterer to supply food in exchange for distributing their marketing materials. Or ask a small business service to come in to do the session, like a yoga studio, massage clinic or dance studio.

Want to REALLY make an impact? Do a **Pop Up Lunch 'N Learn!** This idea came from one of our clients who has implemented it very successfully in their organization. The element of surprise and wanting to join in the experience make this a real hit!

As a side benefit, Lunch 'N Learns are a *great* marketing tool!

Want more information on Brown Bag Sessions and other ways to market and serve your clients' needs? Click [HERE](#) and check out our **Certified Training Manager** and **Certified Training Coordinator** programs.

Enjoy your lunch!

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