



The Training Clinic

We're all on this journey together!

Training Clinic Moments October 2017

As human beings, we don't do a thing from the time we get up until the time our little head hits the pillow at night unless there is something in it for us.

Why is this?

Simple. We are all wired with this internal FM station that we dial up every morning: WIIFM – What's In It For Me? No WiFi connection needed! :-)

Plugging into this WIIFM channel also applies to the folks who attend our training sessions. In fact, if you don't specifically announce the WIIFM to your learners during your welcome and overview remarks, you'll lose them. Fast.



Crafting a WIIFM

You can craft a good WIIFM statement by first knowing your audience and then determining (with their help) the benefit of them attending the training session. Yes, we *are* implying that's it's important to chat with your learners while you are building your training to incorporate their ideas, challenges and WIIFM.

A compelling WIIFM statement also goes beyond, "Your attendance at this training is mandatory."

At this point, you may be thinking. "Right. But they HAVE to attend this training. It's mandatory; part of our compliance program."

That may be true, but WHY is it mandatory? Identifying the reason behind compliance and making it personal will go along way in getting these folks to plug in.

For example, here are some WIIFM statements that could be substituted for the "mandatory" statement:

- *You will be safer as a result of this training...*
- *You will be able to handle additional equipment to help in your everyday tasks after this training....*
- *You will be able to perform your job more efficiently after this training...*

You get the point.

If you'd like more information on crafting WIIFM statements and other useful tips when crafting your training programs, join us at one of our workshops below:

Certified Instructional Systems Designer

Certification program delivered virtually in 4 3-hour sessions

~or~

How to Design Effective Training Programs

2-day classroom workshop

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Click [HERE](#) for more information.

Click [HERE](#) to check out our Public Workshops & Certification programs crafted just for you!

Need New Marketing Ideas? Click [HERE](#) to join us on 11/7/17 for our free webinar: "Target, Bond, Go Get 'em! Marketing Training in Your Organization"



We hope you enjoy, use and share this week's Training Clinic Moment.

Please keep in touch along your way to competence - we're all in this journey together!

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