

Training Clinic Moments



May 2016

Greetings!

It's time to get out of your office, hit the streets (or hallways) of your organization and check on your marketing efforts! You've done a ton of work to prepare for this year. And, at this point, you probably feel like you've already implemented a year's worth of programs. However, now is NOT the time to rest. Now is the time to get out there, continue to build relationships and ensure you're putting your best marketing foot forward.

This month's issue is dedicated to providing you tips, inspiration and even a podcast to help towards your marketing efforts.

Time to hit it!

2016 Train the Trainer Public Workshops & Certifications

Keep it fresh by getting some just in time training with our much loved public workshops!

Click on any title below to go to our website for more information and registration.

HOW TO DESIGN EFFECTIVE TRAINING PROGRAMS

Believe it or not, your slide deck is NOT your training design! Learn strategies and techniques to design your program to enhance learning retention and transfer of skills and knowledge back to the job.

Metro DC, Oct. 24-25
VILT, Oct. 11 & 13



FACILITATE TRAINING WITH IMPACT!

Whether you're a subject matter expert or a full time instructor, this highly interactive workshop will give you the tools you need to step away from your PowerPoint and connect with your audience!

Atlanta, Nov. 17-18
Dallas Fort Worth, Oct. 24-25
DC Metro, Oct. 3-4
Southern CA, Oct. 27-28



CERTIFIED PERFORMANCE CONSULTANT (CPC)

Feel like you're training for training's sake but don't want to appear unsupportive? Learn how to uncover the true performance needs of your organization and partner with management to achieve results.

Dallas Fort Worth, Oct. 26-28
VILT, Nov. 2,4,8,10



Be the Marketeer!

We know. You have WAY too much on your plate to take on another task like marketing. That's why you'll be thrilled to know that you're already doing the essence of marketing in your L&D job!

Marketing is knowing the market (your clients), creating the right product or service, creating desire for that product or service, letting the right people know you have it and then publicizing the value (ROI) it brings to your customers.

Sound familiar? It should! The marketing department is the one area of the company with which we often feel a kinship. Like us, they are all about *building relationships* in order to meet the needs of their customers. However, they are much better about letting their clients know about the *value* that their products and service bring, or what we like to refer to as "tooting!" (As in 'tooting your own horn!') The value we bring as L&D professionals is that of improved performance. And our services extend WAY beyond a given training program.

We'd like to share some great "tooting" tips from our colleagues, friends and clients about how you can better market the value of what YOU bring to the table:

- Create physical or electronic "Brag boards" listing specific impact to the bottom line, like "We helped reduce turnover by 25% with our new Onboarding Training."
- Produce promotional videos highlighting results and student success stories.
- Deliver a monthly report to the board of directors highlighting successes and partnerships.
- Provide clients of trainers' credentials, background and experience.
- Share performance statistics with the organization.
- Craft an "elevator speech" for impromptu meeting and hallway delivery!
- Post student quotes from evaluations.
- Attend and speak at company wide meetings providing updates on successes.
- Develop a "Director Road Show" that communicates results and business impacts.

You'll see that tweaking what you already do just a bit yields impactful results. Try these out and then tell us YOUR favorite tooting tips - we'd love to hear from you!



How to Make Your Marketing Efforts Manageable, Effective & Fun!

Here are 10 quick tips to help you manage your marketing efforts to produce results and not added drama:

1. Be *relentless* in forming partnerships.
2. Remember that your efforts are limited by your *imagination*, not your wallet.
3. Establish a means to *measure your results*.
4. Step out, step up, and get a seat at the table. Be the partner that the organization needs.
5. Read marketing articles, listen to podcasts, etc., whenever you can. They DO translate to what you are doing.



CERTIFIED INSTRUCTIONAL SYSTEMS DESIGNER

Need to hit the ground running with your instructional design skills?

Then this certification program is for you!

This five-day interactive session is for the subject matter expert or instructor who develops training.

VILT Sept. 14, 16, 20, 22

Still not sure? Then take a look at what our happy learners are saying about our public workshops:

A terrific two days and very beneficial. Well worth pushing work 'to the right!' Thank you for your passion!



Thank you! The program far exceeded my expectations, so KUDOS to all of you too! I do plan on attending future events as well.



This course has been inspiring, validating, and most importantly provided me with many useful tools that I feel will make a huge impact on our daily operation.



The class was fantastic and I look forward to decompressing the information last week and applying the tools into our programs. Thank you for all you are doing to make a difference and sharing your expertise. You are truly making "Training Matter!"



Sign up today and keep your skills ready to "take to the streets!"



6. Learn to LISTEN. It's the most powerful communication skill you've got. And then, be the voice of your clients.
7. *Celebrate success.*
8. Offer to help.
9. Embrace the reality that there's more power in *influence* than in authority.
10. Toot your own horn - no one else will!



TRAINING MANAGER'S CORNER: FREE Podcast

How are YOU doing in your marketing efforts? Our Managing Partner, Maria Chilcote, was recently interviewed for a podcast by Skytap to discuss how to maximize marketing your learning function. Tap into this very informative interview for ideas and inspiration for *your* marketing efforts.

Click **HERE** to access the interview, then click on Virtual Training Episode 5. Enjoy!



Thank you...

for your continued support and trust in The Training Clinic. As you hit the streets to check on your marketing efforts, we would LOVE to hear from you. Remember, we're all in this journey together!

Team M & M:

Melissa Smith & Maria Chilcote

Managing Partners & Owners of The Training Clinic

The Training Clinic

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