

The Total Trainer

*Creating exceptional learning experiences from
preparation to performance*

www.TheTotalTrainer.com

The Total Trainer

Maybe you are just a little like me: you love to deliver training programs and to facilitate planning sessions. And maybe we share a small frustration: you are always looking for that edge, that new way to make the program a little richer, a little more engaging?

In the last 19 years I have researched, designed and delivered over 1,000 workshops to audiences in high-tech, manufacturing, finance, government and not-for-profit. My audiences have ranged from teenagers to senior executives and from groups as small as 6 to as large as 1,500.

And if something could go right in a seminar - I've seen it. And, yes, if something could go totally wrong - I've been there too!

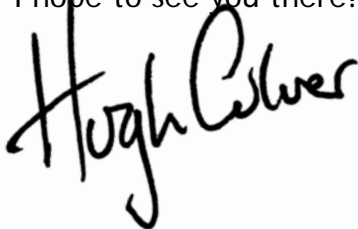
"I have learned more about presenting from your one workshop than any others taken - thanks for sharing your 'insider' knowledge!"

Jan Enns, Professional Facilitator

This year I decided I would compile all of the tricks, tools, systems and ideas I have for how to create magic in the classroom and put it all into one train-the-trainer program. I'm calling it The Total Trainer: it is 2 days of high-impact, content-rich, street-ready information designed to take your abilities and impact to a totally new level. *I know that this is going to be a wonderful, high-energy session - I hope you can join us!*

My guess is that there are lots of people who want to learn how to get better as a trainer. Are you one of them?

I hope to see you there!



Hugh D. Culver MBA, CSP, CFP
Chief Ideas Officer
Marathon Communications Inc.



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Here's the quick and dirty:

- ▶ Dates: October 5 and 6, 2010
- ▶ Location: Vancouver, BC TBA
- ▶ \$1,495 + HST
- ▶ What's included:
 - Comprehensive workbook
 - 16 hours of interactive seminar
 - Video taping in class
 - Two 45 minute telephone coaching sessions ¹
 - Access to password protected on line resources
- ▶ We only have capacity for 16 people.
- ▶ Program times: 8:00-4:00



"I can't tell you how many comments I have gotten from the team. That you left us all on a high and renewed sense of energy and vigor as we face our challenges, or should I say 'opportunities' ahead."

Serge De lure, Network Sales Manager, British Columbia Lottery Corporation

Who is this program perfect for?

Whether you are new to the business of training and presenting or you have been doing it for years, **The Total Trainer™** will take you to the next level.

This program is ideal for:

- ▶ People that do training for their organization
- ▶ Trainers for private seminar businesses
- ▶ Trainers in not-for-profit organizations
- ▶ Facilitators
- ▶ Municipal and provincial government HR staff
- ▶ First-time trainers
- ▶ Trainers of trainers
- ▶ You!

¹ (with Hugh within 60 days following the program in Vancouver)

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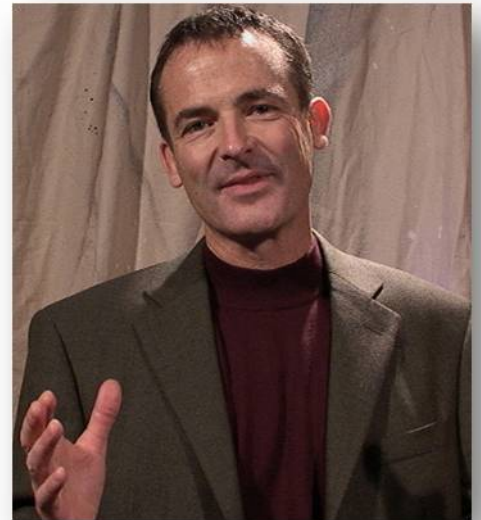
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How to Excel as a Trainer with any Audience

Would you like to be able to create extraordinary training experiences with any audience? **The Total Trainer™** will show you a complete process for workshop delivery from: research to design and from preparation to performance.

This program is the result of 16 years of research, professional practice, client interviews and research by Hugh D. Culver, MBA CFP. And now it is coming to you in a three-day trainer intensive at the remarkable Manteo Beach Resort in Kelowna, B.C.



With this program you will be able to:

- ▶ Spend less time in preparation.
- ▶ Improve audience retention and engagement.
- ▶ Gain the confidence to face even the toughest audience.
- ▶ Create new training programs using systems.
- ▶ Skillfully manage small groups of 10 or large groups of 500.

"You hit the spot for what we needed to hear and be working on as we continue to grow as a team. Thanks for all your energy and attention for our event!"

Erin Lee, Director Call Centre, Bell Mobility

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Here is what you will learn and experience:

Effective openings: how to start it off right

- ▶ Learn what the audience is *really* assessing at the beginning of a course
- ▶ Learn the essential 5 parts to a great opening
- ▶ Why icebreakers don't work and what to do about it
- ▶ Discover how to use your nerves to help get you ready
- ▶ Understand the elements of successfully creating audience rapport - even with 1,000 people!

Effective closers: and why you need to make the close

- ▶ Discover the greatest mistake trainers make and how to avoid it
- ▶ How to get learning commitment without asking
- ▶ Learn the 3 parts to a winning close
- ▶ How to start your close at the opening!
- ▶ How to prepare the audience for the close all day

Preparation: the key to success

- ▶ Gain an essential list of 8 questions to ask every client
- ▶ Learn why creating systems will save you hours in preparation
- ▶ Quick surveys to save time and customize your program
- ▶ How to mind map your design and get better results.

"Comments from participants include: 'engaging', 'inspiring', 'entertaining' and 'informative'."

University of Calgary

How audiences learn: create more retention and more success

- ▶ Learn the 4 types of learners and how to work with each one
- ▶ The 6 things that turn audiences "off" and how to avoid them
- ▶ How to increase retention with every lesson
- ▶ Discover the power of entrainment and how to create it with any audience
- ▶ Have fun getting the audience to do the work for you!

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Creating your instructional options: being versatile means success

- ▶ Learn and practice the Dyad, Triad and small group breakout
- ▶ Capture the perfect process for introducing any new learning initiative
- ▶ Discover what most trainers do wrong with learning initiatives
- ▶ Find the ideal instructional options for you and create your tool box

How to work with any audience

- ▶ How to stop sweating and to present with confidence.
- ▶ How to create the perfect impression in 3 minutes!
- ▶ How to manage the 4 Room Thieves without them knowing it!
- ▶ Master the 4 step process for redirecting the Agenda Thief
- ▶ The 7 audience distractions you want to avoid.

Creating an effective time line: when to hold, when to fold

- ▶ What they don't know they won't miss and how to get back on time artfully
- ▶ What every trainer needs in front of them, and what they don't
- ▶ How to plan around energy rhythms

Effective use of audio visual and handouts

- ▶ What every trainer needs to know about room set up
- ▶ Why flip charts are still the trainers' best friend and how to use them
- ▶ How to create a PowerPoint show that doesn't put people to sleep
- ▶ How to create handouts that enhance learning
- ▶ The 10 things most trainers do wrong

Preparing yourself: creating the energy of success

- ▶ Why self-talk is more important than talk
- ▶ Tricks of the trade for creating energy in the room
- ▶ How to bring energy into any room without using energy
- ▶ Creating the perfect state for training in 5 steps

Presentation techniques: lessons from the stage

- ▶ 10 things to definitely never do and 10 to definitely do!
- ▶ Learn why stories matter and how to tell them
- ▶ Creating your essential resources inventory
- ▶ Discover the Learning Cycle and how to use it

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Your program leader: Hugh D. Culver, MBA, CFP

For 19 years Hugh has been designing and leading training programs for companies like: Imperial Oil, Royal Bank of Canada, Sun-Rype Products, Telus, Red Cross, KPMG as well as three universities and four colleges. As the president of Marathon Communications, Hugh's company delivers over 150 seminars each year.

Hugh has authored training programs on: time management, stress management, conflict resolution, management and leadership training, and customer service. His unique style and proven training techniques have taken him to the top of his field as a course designer, trainer, facilitator and trainer of trainers.



In addition to his training work, Hugh has owned the world's only tourism company in Antarctica, been an adventure tour guide, created the largest leadership conference in Canada on spirit in the workplace, is the founding director of Dare2Dream youth leadership sea kayaking adventures and is a marathon and ironman competitor.

Still not convinced?

We fully guarantee all of our programs. Not only do we know that you will be thrilled with this program, if for any reason you are not having more success as a trainer after taking this program we will fully refund all you money within 30 days of the course end date - no questions asked.

"Love your energy Hugh; Inspirational, Humorous; I am leaving here feeling powerfully passionate; Hugh was awesome."

Gail Bonner, Coordinator, RCMP Victim Services Unit

