



# Tips for Trainers

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## Power Training: An Antidote to Spring Fever



Delivering a powerful training session is both challenging and rewarding. When trainers give their best, participants absorb their energy and are more inclined to become actively involved in the session and to retain the information presented to them.

Author Granville Toogood writes, in *The Articulate Executive* (McGraw-Hill, New York City), of a presentation formula he's dubbed: POWER, an acronym for **P**unch, **O**ne Theme, **W**indows, **E**ar and **R**etention.

According to Toogood, the presenter's grasp and use of POWER is what sets him or her up to have a memorable connection with participants, which enhances their learning experience.

Punch means to start

strong and sets the tone for the presentation. "Instead of saying 'Thanks for coming to this session today,' trainers could state 'The future of our company depends on a workforce skilled and knowledgeable about X. We either get there quickly or we lose out to our competition.'"

Although you may be covering many topics during your session, Toogood's One Theme notion requires that the presenter tie all topics back to one main theme to be effective.

The use of examples, or Windows, provide evidence of the topic you are presenting. They are "ways to see inside the presentation." Analogies, anecdotes, and data are all useful when presenting examples.

Ear means that "training is like having a conversation." The trainer should use language that is conversational and listen to participants.

Finally, Retention, the goal of training, is what Toogood believes comes from a "strong finish." He states that "trainers should summarize key points, echo their start, and make an appeal to the positive—what will happen as a result of the training—or tell a supporting story. End with an image, perhaps of your organization [Dreyer's] in five years."

Feel free to share this formula with anyone in your plant or division who makes presentations. It may be useful to your peers and team members!



## Sweat the Small Stuff!

In their article *Ideas are Free* (HR.com), authors Alan Robinson and Dean Schroeder discuss three secrets to getting results from listening to employees' ideas. Traveling to 17 countries, interviewing 1,000 or so workers in over 150 organizations, Robinson and Schroeder found that managing ideas for a growing number of companies has proven successful in part by adhering to "three essential secrets." Stating that some ideas have "led to unusually high levels of performance and a strong, healthy work environment that re-

tained and engaged employees."

Following is one of the three secrets Robinson and Schroeder discovered through their research.

**"Go after small ideas, not big ones."** Why? According to the authors:

- *Small ideas build competitive advantage*  
"They don't migrate to competitors and even if they do, they're often too specific to be useful."
- *Small ideas create excellence by promoting exceptional attention to detail*
- *Small ideas have vast*

*potential*

- *Small ideas are the best source of big ideas*
- *Small ideas point to deeper issues*
- *Small ideas promote organizational learning*
- *Small ideas can be managed and measured*
- *Small ideas have a big, cumulative impact*

So, the next time you're approached by an employee with what may sound like a small idea...before you dismiss it, think of how big it may really be!

"Leadership is action, not position." *D. H. McGannon*