



CREATIVE COMMUNICATION THROUGH TRAIN THE TRAINER TRAINING



TRAINING CONSULTANT



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CREATIVE COMMUNICATION THROUGH TRAIN THE TRAINER TRAINING

Introduction

The most important ingredient in effective communication is a well-kept secret that only the best of the best know about. In this training you will receive training that will enhance your message, improve the delivery of your content and ensure your audiences are captivated from beginning to end.



It is recommended that you undertake this course, over a four day period to:

1. Observe and learn a creative style of speaking.
2. Learn how the best of best trainers and speakers deliver their well-designed and focused content.
3. Understanding the process of communication and how people receive your information.
4. Understand your communication and training style and identify the audience that your style responds to and which audience your style does not respond to.
5. Learn how to develop a focused message.
6. Learn different styles of delivery
7. Learn your unique speaker skills
8. Develop – Practice – Evaluate –Build confidence – Ready – Set-Go

As a trainer, speaker, facilitator, teacher or communicator in general, this course will ensure you graduate with more confidence, skills and creative ideas and tools, when you develop or deliver your next presentation.

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Training Program Outline

DAY ONE

Petia Wilson, a.k.a the MADD Messenger will display some of his speaking and training techniques to illustrate the art of creative communications.

The rest of the evening will inform and ignite you we introduce the key learning objectives this course aims to achieve:

1. The message needs to be crystal clear for both the audience and the speaker.
2. Understanding your audience
3. Understanding your speaking abilities
4. Delivering your message creatively to captivate and impact a wider audience.

DAY TWO

Today you will explore the art of speaking and enlist some of the greatest speakers from both history and the present to determine key characteristics of great speaking.

It is important for any speaker to understand their message and to ensure that their message will be understood by their audiences. We will introduce and study the SCORRE model, that has assisted some of the greatest speakers to write their speeches or training modules regardless of the amount of time they are speaking for.



Once the message has been solidified, it is imperative that you understand your audience demographic. In this section, we will study the strategies you can use to understand and engage with your audience before and during your presentation.

The Trainsmart Model will be introduced to engage your mind into an audiences learning process. Learning styles will also be explored to further understand the dynamics of effective learning.

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For the rest of today, we will begin to explore your speaking and potential abilities. You will discover your natural communication style, and learn other styles that you will need to accommodate as you deliver.

Outline for Day Two

0830AM – 1030AM	<ul style="list-style-type: none"> ☐ Understanding the art of speaking ☐ First things First ☐ Communication Process
1030AM – 1100AM	Tea Break
1100AM – 0100PM	<ul style="list-style-type: none"> ☐ Creating a powerful message ☐ Focus ☐ Score Process
0100PM – 0230PM	Lunch time
0230PM – 0430PM	<ul style="list-style-type: none"> ☐ Creating your message ☐ Understanding your audience ☐ Learning styles ☐ Introducing the TRAIN SMART model ☐ Your natural speaking tendencies and potential speaking tendencies (self evaluation) ☐ Your Communication Style
0430PM	Tea Break

DAY THREE

Today we will look at your ability to communicate your message effectively. Every speaker has pre-nerves that can be minimized with preparation and ritualistic exercises that many renowned international speakers use.

We will study the use of body language, facial expressions, voice tonality, and environmental cues, such as music, smells etc to effectively complement and enhance the delivery of your message to captivate your audience. When these are activated in sync, your message will be heard and understood by your wider audience. Many speakers overlook these aspects of communication; it's the finer details that make the biggest difference.

Once you have discovered your natural tendencies and abilities as a speaker we will now explore the creative aspect of speaking. The use of humour, story-telling, visuals, music, props, audience participation and hands on learning. These creative components are used to engage your audience, deliver a deeper and emotive meaning that will open up your audience either wanting more as deeper issues may begin to spiral out.

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It is common to ask about the disruptions or the disruptive, we have created a session for this to ensure you have a strategy to deal with this if it pops up.

Outline for Day Three:

0830AM – 1030AM	<ul style="list-style-type: none"> ☐ Quality of an Effective Communicator ☐ Body Language
1030AM – 1100AM	Tea Break
1100AM – 0100PM	<ul style="list-style-type: none"> ☐ Tonality ☐ Facial Expressions/Eye contact ☐ Controlling your environment to activate all learning senses
0100PM – 0230PM	Lunch time
0230PM – 0430PM	<ul style="list-style-type: none"> ☐ Visuals ☐ Sounds ☐ Tips for Kineasthetic Learners ☐ The use of Humour in Communication ☐ Participation Inquiry ☐ Response time (to know your message has been understood) ☐ Managing Disruptions and distracting participants. ☐ YOUR TURN ☐ PREP your talk and get ready to present on Day four in front of the audience
0430PM	Tea Break

DAY FOUR

Prior to today, participants will be asked to prepare a 5 minute presentation that they will present to the rest of the class. Trainers will evaluate them and give them some direct feedback to further enhance their speaking structure and style.

It is imperative that the participants have an opportunity to practice what they have learnt throughout the course. Further coaching can be made available to ensure participants further their goals.

Outline for Day Four:

- ☐ **READY – SET – GO**
- ☐ **Presentation day today.**
- ☐ **Deliver, Evaluate and Grow in confidence.**