

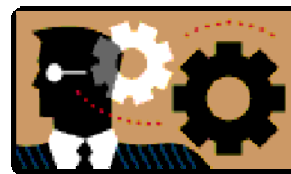
2011 CIMRO CONFERENCE

Coaching and Training Trends

Kathy Robb, Senior Market Growth &
Development Consultant
Wells Fargo

OBJECTIVE

- Increase your training/coaching effectiveness
- Re-energize and refine your presentation skills
- Walk away with 3 ideas for implementation



AGENDA

- The fundamentals of presenting
- Capturing and maintain your audience
- Appealing training/coaching
- Your Ideas
- Utilizing Power Point technology
- Best Practices
- Q&A
- Wrap up



FUNDAMENTALS OF GOOD COACHING/TRAINING

Basics...

- | | |
|---|--|
| <ul style="list-style-type: none"> ○ Organize ○ Practice ○ Visual aides ○ Deep breathing ○ Move during presentation ○ Story board | <ul style="list-style-type: none"> ... ○ Make eye contact with audience and smile ○ Find your center ○ Draw energy from friendly faces ○ Know your surroundings |
|---|--|



**THIS IS AN EXCITING TIME OF
CHANGE IN LEARNING AND TALENT
MANAGEMENT. TECHNOLOGY IS
MOVING US FORWARD QUICKLY....**

<http://www.youtube.com/watch?v=CXFEBbPIEOI>

CAPTURE AND MAINTAIN AUDIENCE

- Establish credibility
- Be a subject matter expert
- Be believable – own it
- Inform, educate and interpret audience
- Straight forward and honest answers to questions
- Transparency
- Provide visuals
- Provide written materials
- Include opportunities for discussion
- Include specifics and the BIG picture
- What action item do I want the audience to take after this?



APPEALING TRAINING/COACHING

○ Presentation media ○ Know your audience



- In-person
 - Phone Call
 - Conference Call
 - Webinar
 - Webcast
 - Live Meeting
- Best choice for long lasting effectiveness – In-Person
 - Phone/Conference calls – can't hear the inflections
 - Webinar allows for visual sharing
 - Webcast provides recording capabilities for missed attendees

PROS CONS TIPS

PHONE CALLS

- Great when coupled with a power opener
- WIIFM
- Calls can hit a broader audience at one time versus in-person
- Budget friendly
- Good use of time
- Hard to hear voice inflection
- Lack of verbal participation
- Too many questions
- Questions off topic
- Technology challenges
- Background noise
- Easily distracted

SUCCESSFUL CONFERENCE CALL TIPS

- Use a powerful greeting
- Stick to the agenda
- Set expectations
- Queue up key individual participation
- Use landline when possible
- Close your door with note on outside
- Pick a point to focus on
- Attention to electronics and cell phones
- Know your audience and their expectations

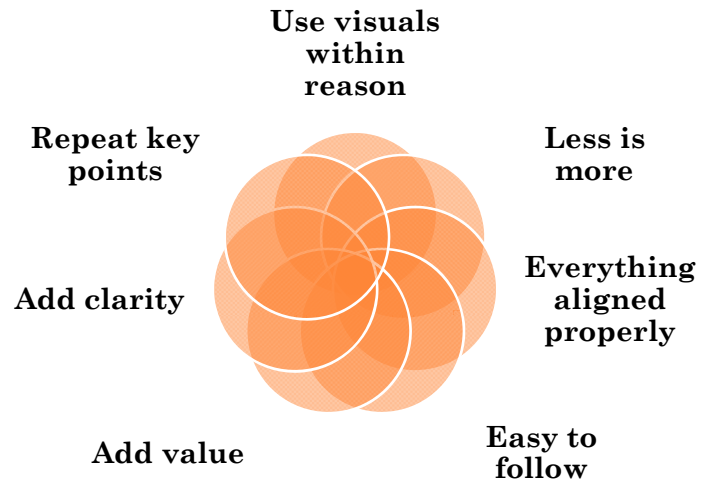


PROS CONS TIPS LIVE MEETINGS/WEBINARS/NET MEETING

- | | |
|---|--|
| ○ Provides visual | ○ Use visuals or graphs within reason |
| ○ Recording ability | ○ Less is more |
| ○ Easier to follow along | ○ Too much information crammed into each slide |
| ○ Audience has sense of hands-on instructions | ○ Reading your slides/presentation verbatim |
| ○ More appealing for a audience of 3 or greater | ○ Loss of verbal audience participation |
| ○ Screen sharing | |

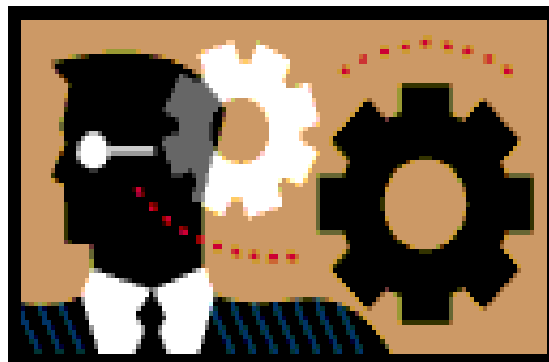


SUCCESSFUL POWER POINT/SLIDE PRESENTATIONS



POWER POINT TECHNOLOGY

- o <http://www.videojug.com/film/how-to-give-a-business-presentation>



BEST PRACTICES

Eye contact with everyone in the audience

Find your center, find the friendly face and draw energy from it

Keep it simple

Remember to smile

Prior to a conference call send ppt out - It encourages self education and audience participation

Take a deep breath

BRAINSTORMING AND Q&A

- What one idea have you utilized that had the biggest impact on results?
- What 3 ideas would you like to implement over the next 90 days?
- What is your most impactful story?

THANK YOU!

Kathy Robb

Kathy.robbs@wellsfargo.com

512.913.3636

Resources used:

The Vandiver Group, Inc.

“Advanced Presentation Skills II”

Video Jug . Com

Youtube.com

