



Effective Training Guide

Who is my audience?

- What type(s) of people are your target audience?
- What discipline(s) does your audience come from?
- What type of work organizational culture does your audience have?
- How does this topic impact your audience?
- How does this topic impact your audience's work organization?

What does your audience need to know and understand?

- How much does your audience know about this topic?
- What materials on the ICJ website already covers this topic?
- What gaps are there?
- What strategies may be helpful to work with your audience?
- What skills will the training focus on?

How will you reach your audience?

- How well does your audience know you? Have you already built a rapport with them?
- What do you have in common with your audience, and where do you differ?
- Are you the trainer? If not, who is?
- How will you promote the training to your audience?
- Will the training be in person or virtual?
- How will you get training materials to your audience?

Training Basics

The most important consideration when developing a training should always be which methods will benefit your audience and your organization the *most*.

- Train the trainer
- Utilize current resources - Don't reinvent the wheel!
 - ICJ Website
 - Wednesday Workshops
 - UNITY Spotlight articles
 - Bench Books & Cards
- Personalization
- How will you measure success? Surveys? Certificates?
- Information Sessions vs. Training Sessions

What resources will you use?

Presentations, Demos, ICJ Rules, ICJ Website Resources, TalentLMS, Cheat Sheet?

