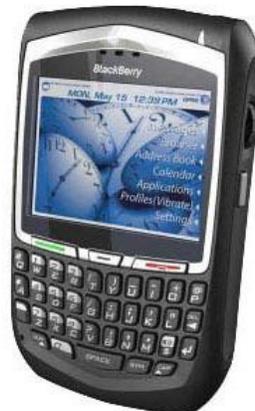




Welcome to the February issue of Train-Ease Times. You will find helpful tips and tricks of the industry, current projects, upcoming events in the area and much more!

### Train-Ease Goes Mobile

After hosting a mLearning webinar this past December, we were anxious to create our very own mobile website for Train-Ease. As more and more people utilize the technological abilities of their mobile phones and devices, it is important for a website to be functional and informative through such devices. While researching mLearning, we found that a mobile version of a website must be very basic and information is slimmed down from that of a conventional website, allowing mobile devices to easily display the information being provided.



To access our mobile website using your mobile phone, visit us at <http://www.train-ease.com/mobile/>. \* For those without access to the Internet from a mobile device, our mobile website can also be accessed from your Internet browser on your pc or mac.

While browsing our site, be sure to check out our sample mLearning module, Boating Safety Mobile Course, at <http://www.train-ease.com/mobile/sample/>. \* This course contains learning materials and a scored quiz. You will notice that the material is concise, just like our mobile website. The goal of mLearning is to give content to the learner in a way that is useful and easily accessible, while being brief yet engaging.

We are excited to announce the launch of our mobile website and mLearning module and hope that you will find the time to check it out as well. For more information on mLearning and how it can benefit your company's training needs, please contact us by [email](mailto:) or call our office at 614-876-7400.

### In This Issue

#### Train-Ease Goes Mobile

#### Is Training Effective?

#### February Event

#### Virtual Conferences & Events

#### Persuasive Training

### Persuasive Training Design: 7 Rules That Make a Difference

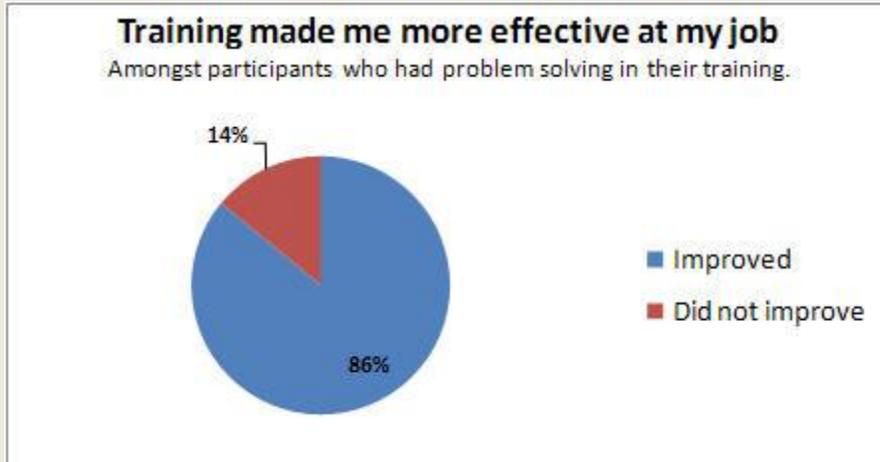
You're logging into a new online course, or you're walking into a classroom for a day-long workshop. You're enthused, ready to learn! Then the first slide or page appears. You're greeted with text-heavy, 10-point font and loads of bullet points. It's gonna be a long day.

We've all experienced it. Courses with one-way communication and information overload - both guaranteed content killers. Below are seven rules to help bring courses back to life, adapted from a webinar presented by Carmine Gallo (The Persuasive Pitch, November 2008). View the original webinar.

Keep these rules in mind when designing training for groups, one-on-one situations, and virtual classrooms. Many of these points can be adapted for

\* Please note that charges may be incurred from your mobile provider for individuals without a monthly data plan.

## How Effective is Training?



4,967 recent training participants were asked which techniques helped them to be more successful in their jobs. Programs that included techniques such as problem solving, action planning, giving multiple examples, and practice exercises were top amongst improving participants' job effectiveness.

Source: The Everything DISC® Workplace Survey of 4,967 Training Participants Nationwide by Inscape Publishing, Inc.

## Featured Event

### Learn the Language of Business - Sneak Preview of The Performance Improvement Conference 2009

**Sterling Commerce**  
**Tuesday, February 24, 2009**  
**8:30am - 4:00pm**



The Ohio Heartland ISPI February event welcomes Alan Witucki, an experienced financial analyst, trainer, and educator. He has presented educational sessions at the 2001, 2007, and 2008 ISPI Conferences. Alan has a Ph.D. in Instructional Technology, an MBA in Finance, and is a Certified Management Accountant.

Whatever its industry or line of work, whether it's a major league baseball team, an automobile manufacturer, a pharmaceutical company, an investment bank, or the florist down the street, all businesses speak the language of business - accounting. If you can't talk to the bean counters, you don't have access to the people with the

e-learning too. They'll make a difference for your audience!

**Rule #1:** Create a hot start. Your audience makes up their mind about you and the course within the first few minutes, and that impression tends to last throughout the experience. Make the most of those few minutes by creating a compelling introduction that doesn't include reading the agenda, overview, or objectives from a slide. Your introduction should peak curiosity and engagement, and maybe even surprise the audience. Polls are a simple way to create a hot start, and are especially helpful with engaging the audience in a virtual course. If you're in a face-to-face or e-learning situation, a simple question or video is a great start.

**Rule #2:** Deliver an emotionally charged event. The brain refuses to pay attention to boring things! Plus it interprets words as pictures, so when your slide or page is full of text and bulleted lists, the brain goes into overload and can't compute. The result? A disengaged, bored-to-tears audience. Focus on creating meaning before providing details. It shows people why they should care. Instead, use stories. Our brains are programmed for stories because they create meaning and help us better retain information. Review your content and select some places where a story might better convey your points. If this is an e-learning course, consider an audio recording for more variety.

**Rule #3:** Enforce the 10-minute rule. No matter how engaging the material or instructor, it's human nature for people to tune out after ten minutes. Solve this by restructuring your content to include a change every ten minutes. Introduce an emotionally charged event - a question, story, or activity will all work to keep your audience with you.

checkbook. And that can mean checkmate for your prospects of getting that consulting contract or getting your program or project approved by management.

In a larger sense, the evaluation of any HPT intervention eventually becomes a matter of dollars and cents. So it makes sense that performance technologists should be able to speak the language of business if we want to help our clients focus on results. Those results will almost certainly have a dollar sign in front of them.

**This session will help you:**

- **Learn to speak the language of business in order to become a better partner in your organization.**
- **Use finance tools and techniques in the practice of human performance technology.**

To attend the Ohio Heartland ISPI all-day event, *Learn the Language of Business*, **REGISTER NOW** and get a sneak preview of the 2009 Performance Improvement Conference.

### Three of Four Execs Replace In-Person Events with Virtual



76% of corporate executives say they currently are using or plan to use virtual events to replace their physical events this year. Most predict a steep decline for in-person trade shows, conventions and training seminars, according to a survey by ON24, Inc.

The survey of more than 10,000 executives asked about planned 2009 use of traditional, in-person events vs. virtual events such as webinars and virtual shows. Results show a significant shift from physical to virtual events. ON24 said this is likely because of the sagging economy, but also because online participation offers more convenience, flexibility and additional capabilities.

- 42% of respondents expect participation in physical trade shows to be down by as much as 50%.
- 60% expect training, management and other internal events to be down 20% - 50%.
- 76% said their company has already begun using virtual events (53%) or plans to begin using them (23%).
- Cost savings aside, the survey finds that while 61% of respondents say they would miss seeing people in person, less than half would miss traveling to other locations (34%), enjoying the social activities (36%), or seeing speakers in person (20%).

Moreover, they note a number of advantages to virtual events in terms of convenience and productivity:

**Rule #4:** Think visually. People remember about 10% of spoken information. They remember 65% of that same information when paired with a relevant visual. Back to rule #2, pair a story with that visual for the most impact. The use of metaphors also helps the audience retain major points by painting a visual with words.

**Rule #5:** Stimulate all the senses. When using several senses in a learning experience, the chances of staying engaged increase substantially. Your approach will largely depend on your medium. In live courses, use a blend of activities, physical movement, videos, and discussion. In the virtual classroom, give mouse control to a learner, use polls, ask questions, and allow for chatting. With e-learning, combine video, audio, user demos, and thoughtful interactions.

**Rule #6:** Create Twitter-like headlines. Have you heard of Twitter? The concept behind this microblogging tool is to use 140 characters or less to communicate with others - your "tweeps." The fact is we're conditioned to pay attention to short bites of information - think headlines, YouTube, and blogs. In adult learning, smaller pieces of information that can be immediately applied have much more impact than long, drawn-out content. Can you communicate your content and ideas with brevity? Start by giving it a try with learning objectives. Can learners immediately get why a course is important to them and what they will take away from it?

**Rule #7:** Practice deliberately. The cold, hard truth - just because we do something all the time doesn't mean we're necessarily good at it. The very best presenters, coaches, trainers, and facilitators set

- 75% appreciate that there is no travel required.
- 64% like the fact that they can attend the virtual sessions on their own time schedules.
- 58% found it useful to be able to "forward" to their colleagues virtual sessions that they thought would be of interest to them.

ON24, Inc. Survey. 14 January 2009.



goals, solicit immediate feedback, and use that feedback to stretch their skills.

The next time you create or deliver a course, set a goal. It could be to use more stories, change your pacing, or improve voice pitch. Try a short survey with specific questions about what was good, and what could be improved - use that to stretch yourself the next time. If you're a trainer or facilitator, consider joining a group like Toastmasters to improve public-speaking skills.

Keep these rules in mind for your next live, virtual, or e-learning course. Even if you implement just one or two, you'll see the positive results!

*Submitted by Amy Franko for Train-Ease, Inc.*

We look forward to your comments and suggestions. To submit ideas, questions or topics, please contact Melanie Gaunder at 614-876-7400 or by [email](#).

**"We need to remember across generations that there is as much to learn as there is to teach."**

*~ Gloria Steinem ~*