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FROM THE AMERICAN PEOPLE

# Tijara

Provincial Economic Growth Program

Training of Trainers  
Certified Trainers Workshop

2010



# Welcome to Training of Trainers

- Growing Stronger Through Training
- Presenting in your Own Voice





## WORKSHOP OBJECTIVES



- Use specific business strategies as communications tools in trainings
- Communicate and get to know one another better, and develop enhanced skills to train well,
- Analyze training situations in order to separate perception from reality,
- Define who the **Customer/Client** really is and what they want,
- Value one another and value the diversity each client brings, and

• **Have fun!**

• **إستمع!**



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## Always Ask

Have we missed anything particularly important to you?

Remember to **ASK** questions and **OFFER** inputs often.

Your contributions are essential to the success of this meeting.

**ASK!**

إسأل!

# Training Journey

- Today you embark on a journey of discovery.
- You'll grasp the world of training in your hands.





# Experience a World of Adventure

- Training Experience
- Business Technology
- Practical Applications

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# Map Your Journey



- TOT Guidebook and PPT
- Step-by-step training structure with several modules
- Systems of analysis, comparisons, and feedback
- Designed to strengthen and support SME development

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# Journey Support

- Thanks to our sponsors
  - USAID
  - Tijara
  - SBDC
  - YOU!





# Pack



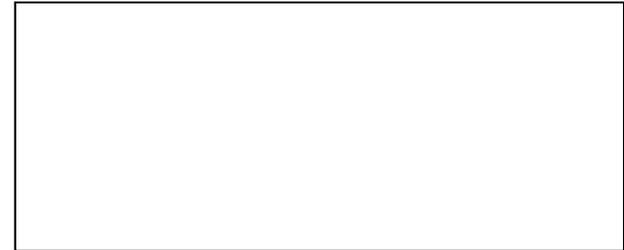
- 5 essential elements

- Desire
- Look
- Listen
- Learn
- Ask





# Begin your journey now



- Life is change.
- Growth is optional.
- The choice is yours.

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# Methodologies

- Pre-Planning Skills
- Pre-Planning Activity Form
- Designing Exercises
- 64 Presentation Methodologies
- Strategic Planning - Training Day Flow

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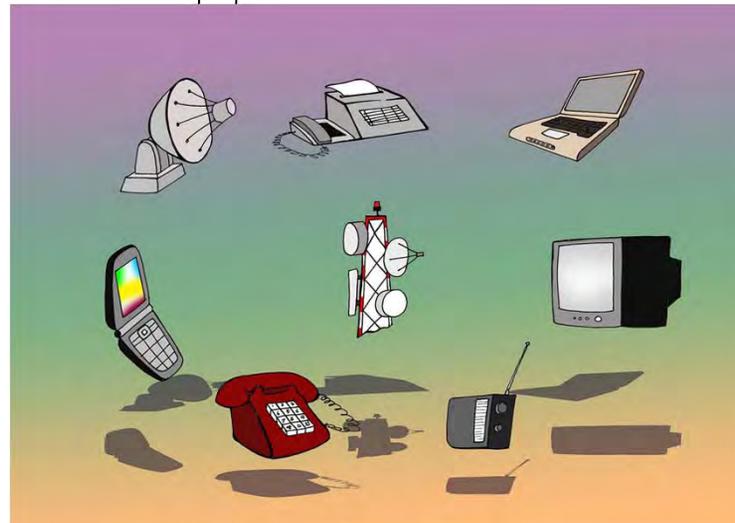


# Communications



- Who do we want to reach
- Quality Service Philosophy
- 3 Step Process
- 180 Words
- Transitional Phrases
- Effective Listeners
- Complaints and Demands

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# Who do we want to reach?

- Customers
- Consumers
- Management
- Board Members
- Association Members
- Staff
- Interns and Volunteers
- Constituents

**Who?**

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# How do we communicate?

- 7% of all communication is through \_\_\_\_\_.
- 38% of all communication is through \_\_\_\_\_.
- 55% of all communication is through \_\_\_\_\_.

**HOW?**

كيف؟



## How do we communicate?

- 7% of all communication is through **WORDS**.
- 38% of all communication is through **TONE OF VOICE**.
- 55% of all communication is through **BODY LANGUAGE**.

**How?**

**كيف؟**

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# Three-Step Communications

- 1. Transmit as clearly and accurately**
  - a. Simple understandable words
  - b. Omit slang and acronyms
  - c. Speak slowly and distinctly
- 2. Get feedback from the customer**
  - a. Was information clear?
  - b. Did you understand the terms?
  - c. Can I answer any questions?
  - d. How can I assist you further?
- 3. Follow the four “Cs.”**

.1



C

# Four Communication “Cs”

## C



1. **Change your voice modulation**
2. **Correct misunderstandings**
3. **Clarify information you gave**
4. **Confirm that all information is understood.**

.1  
.2  
.3  
.4



# Communication Tips

- Timed Written Agendas
- Calendars
- Activities Lists
- Staff Cross Training
- Memorandums
- Web sites
- Brochures
- Stationery
- Business Cards

**TIPS**

**أفكار**

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# Clear Communication

- Look
- Learn
- Listen



***Misunderstandings don't exit,  
only the failure to communicate.***

***Asian Proverb***

# Effective Listener Characteristics

- Listens for the participant's feelings and situation.
- Listens to **CONTENT**, as well as **CONTEXT**.
- Listens completely; listens with heart, eyes and mind.
- Sorts the information, gives feedback and asks for confirmation.
- Concentrates on the main issues.
- Gives himself/herself cues to listen.
- Controls emotion.
- Gives affirmative and affirming statements while the participant is speaking. Invites additional comments.
- Does one thing - **LISTENS!** - with no distraction.

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**Communication is 90% listening  
and 10% giving feedback.**





# Trainer Competencies

- Characteristics and Attributes Quiz #1 and Quiz #2
- Calm and Competent Trainer
- Trainer Critique
- Trainer Confirmation



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# Setting the Stage

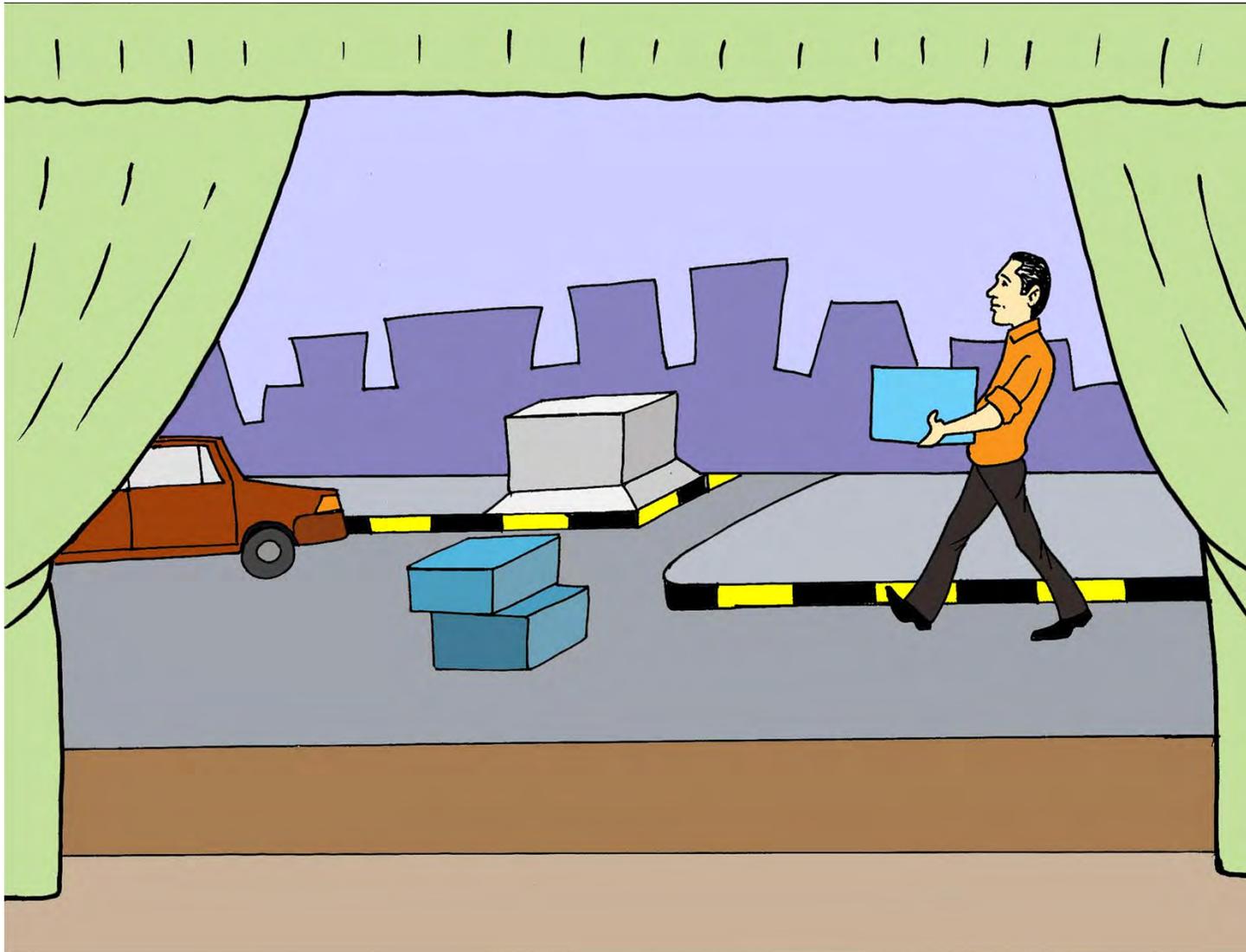
- Training Day
- Right Attitude
- Giving the Presentation
- Feedback Checklist
- Be Aware
- Success Guidelines
- Globalization



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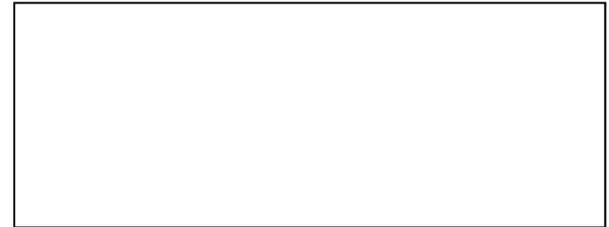


# Setting the Stage





# Marketing and Measuring



- Right Participants
- Registering and Preparing the Clients
- Guidelines for Successful Participants Selection
- Measuring Satisfaction

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# Session Plans



- Importance of Sessions Plans
- Examples of Session Plans



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# Structured Exercises

- Importance of Structured Exercises
- Examples of Structured Exercises





# Goals Session

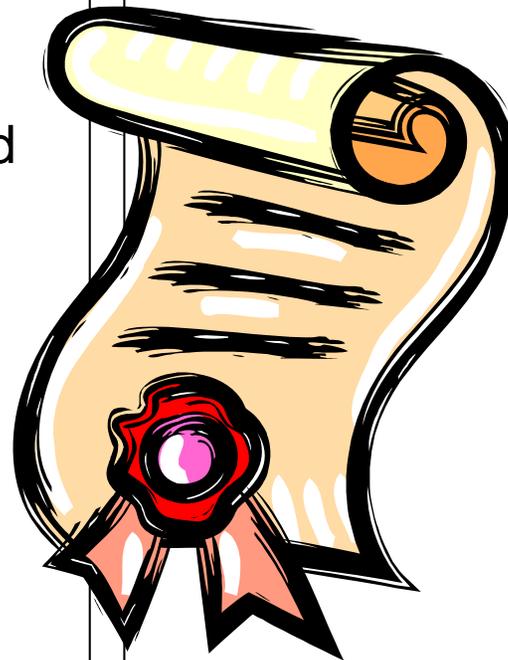
- Characteristics of Goals
- Motivation
- Contract
- Exercises
  - Reflection
  - Rapid Review
- Trainer's Notes





# Certification

- Principles
- Acceptance Criteria
- SBDC Interview Score
- Trainer's Professional Code
- Setting Standards
- SBDC Policies, Procedures and Sample Forms



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# Certification





# Addendums

- Suggested Readings
- About the Tijara BDS Team
- Templates
- Attitude Poem



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# Training Journey





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**Thank you!**