

How to be a Brain Friendly TRAINER™



Call
01380 850 192
to book your
place today!

Transform *Your*
Training in 3
Terrific Days

www.braininbusiness.com

Which of these situations have you experienced?

- ☀ An expectation that you can cover 2 days' material in 1 day – or less?
- ☀ Receiving a wordy training manual, and being asked to deliver the content?
- ☀ Having responsibility for learning which is tough, technical or downright tortuous?
- ☀ Being asked to deliver 'mandatory' training to those who don't want to know?
- ☀ Designing learning programmes, with scant alignment to business objectives?
- ☀ Hearing horror stories about the 'group', and how they'll behave in the training?
- ☀ Working with people from very diverse backgrounds – all in the same group?
- ☀ Juggling a bunch of ideas, but with no obvious way to link them together?
- ☀ A learning environment which is unnatural or uninspiring?
- ☀ Delivering a course, and knowing nothing about your participants in advance?
- ☀ Being presented with 100 PowerPoint slides, and asked to deliver them?
- ☀ Working with learners whose style is totally different from yours?
- ☀ Participants falling asleep during the 'graveyard' slot – or even at other times?
- ☀ Experiencing learning yourself, and 24 hours later, remembering very little?

If you're a trainer or learning facilitator, we're sure you'll have experienced one or more of these situations. We all have times when we have to design or deliver learning about which we may not have sufficient knowledge, to people whose needs we don't know, with too much content in too little time, **and** in an unappealing environment!

What becoming a brain friendly trainer with **us** will give you is the academic knowledge about the brain, a rigorous process, and the personal creativity to **handle these situations** in a way which: demonstrates a **learner-centred** approach; meets the needs of the **organisation**; and inspires you with a **constant zest** for training delivery!

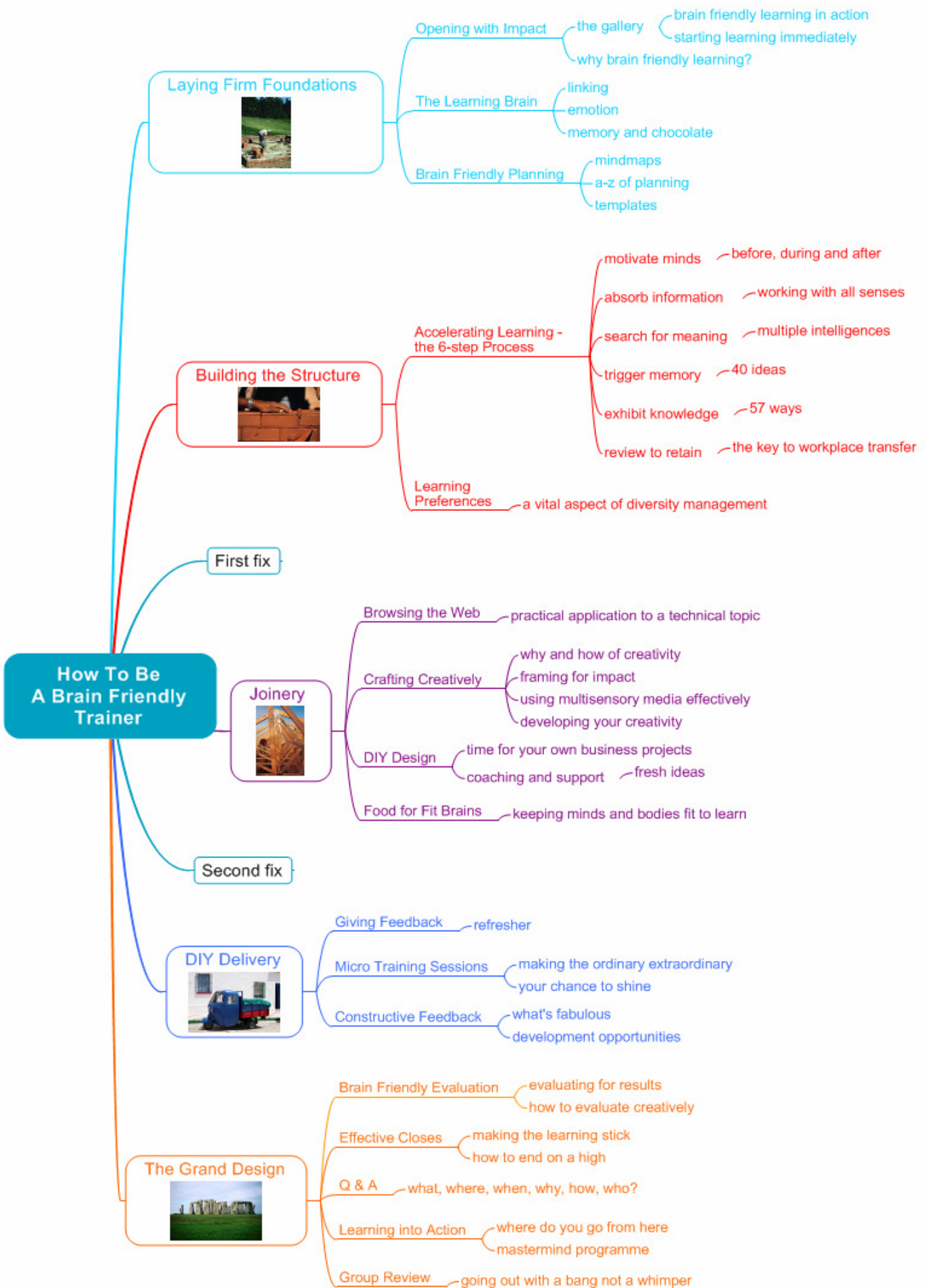
And, as experienced brain friendly trainers ourselves, we're delighted to say that we now either use techniques to **prevent these situations arising** or if we do meet them, we have **excellent tools** at our fingertips to handle every one of them effectively.

Throughout this **comprehensive** event, we share these tools with you, so that you too can **transform** everything you design and deliver to be **enjoyable, natural, and memorable**, and focused on **individual** and **organisational outcomes**.

You will learn hundreds of ideas, which you **start to apply** whilst you're with us, ideas backed by the latest in **neuroscience** and our **practical experience** of what works in the real world. The methods we use are **proven** to help people to get learning across powerfully, memorably, and with measurable **workplace results!**

**Call +44 (0)1380 850 192
to book this inspirational event now!**





To read more about our brain friendly approach to learning, and to download our FREE report on the benefits of these methods, visit www.braininbusiness.com

What's included in your investment?

How to be a Brain Friendly Trainer™ is our most comprehensive event, where you have the opportunity to spend 3 full days with us, sharing the knowledge it has taken us years to acquire! Your return on investment includes:

- ✓ A highly interactive and intensive event with like-minded professionals who are curious and passionate in their pursuit of excellence.
- ✓ Refreshments from dawn till dusk (well almost!) and lunches designed to keep your brain and your body fit and refreshed.
- ✓ An inspiring accessible environment in which to think, work, and learn – we hope to spend some time outdoors (British weather permitting!).
- ✓ BONUS #1 – Our first ebook, **Learning - Begin with the Brain in Mind** to read, learn, and inwardly reflect upon before our event.
- ✓ BONUS #2 – a personal kitbag bursting with sensory and learning resources which you can start to use immediately in your own learning environment – and at our event too!
- ✓ BONUS #3 – comprehensive, full colour, workshop manual with lots of our ideas – plus plenty of space for your lightbulb moments, reflections, and doodles – all which will keep your learning alive!
- ✓ BONUS #4 – a collection of easy to follow checklists and templates from the entire event, from which you start working on your own designs immediately, with our support and guidance.
- ✓ BONUS #5 – nationally recognised certification through The Institute of Training and Occupational Learning (ITOL).



And **new** for 2010:

- ✓ BONUS #6 – FREE membership of our innovative **Brain Friendly Masterminds**. This offer alone is worth over **£1000!** Further information to follow.

Where and When?

Please visit www.braininbusiness.com for details of locations and dates in 2010.

Call +44 (0)1380 850 192 to secure your place today!

Meet the Creators – Ann and Stella

“Hello, I’m **Ann Grindrod**, from Simply Learning. I’m a licensed Business Master Practitioner of NLP, with qualifications in learning, counselling and HR. I’m a member of the Society of NLP, the Chartered Institute of Personnel and Development, the Institute of Career Guidance, the Association of Career Professionals International and a Fellow of the Institute of Training & Occupational Learning (ITOL). With a services sector background, and a strong focus on customer care, I’ve worked with more than 50 organisations in my 21-year trading history. Helping individuals discover their potential, through learning and life strategies with a difference, is what I love to do.



Stella says: “Ann is passionate about the diverse ways in which people absorb information, think, and learn, and as someone with memory loss in the past, she believes it is important that knowledge is transferred enjoyably and naturally, so that it is memorable. Ann will inspire you with numerous hints and tips on what you can do at work or personally to ensure information and learning is developed, delivered, and retained, differently.”



“And I’m **Stella Collins** from Stellar Learning. I have a BSc in Psychology, an MSc in Human Communication, significant technical experience within the IT industry, and I’m also an ITOL Fellow, so have a strong theoretical background to apply to practical learning solutions. My clients include: Breakthrough Breast Cancer, Fenman, OUP, RNLI, Shell, Astra Zeneca, Wokingham District Council, and the Royal Society of Chemistry. I set up Stellar Learning in 2001, to help organisations get a better return on their learning investment, through innovation, creativity, and active involvement in learning.”

Ann says: “Stella’s passion is to breathe interest and vitality into information and learning which has traditionally been seen as dull or hard to learn. With her superb blend of creativity and pragmatism, she will come up with practical, workable solutions, laced with fun – whatever you challenge her with! Stella will fire you with the enthusiasm and confidence to put all the ideas we’ll share into practice.”

Read what a small selection of our brain friendly learners have been inspired to say:

“Ann and Stella live brain friendly learning! Their approach makes sense, makes the learning memorable and can be applied to just about anything. How refreshing to have enjoyed myself and learned so much, and now I’m looking forward to implementing it all.”

Ann, Proprietor, Cambridge Facilitation (and former Health and Safety specialist trainer)

“The evidence and insights that the brain friendly approach provides has confirmed to me that tying the framework to emotion is very important. You created a ‘sacred space for being’ that permitted and encouraged participants to be their ‘real selves’, to learn through fun and also to allow the sessions to naturally flow into spontaneous outbreaks of friendly banter and laughter. You definitely empower learners with co-developing and co-sharing their learning experience and I would like to thank you both for such a wonderful experience.”

William, Regional Development Officer South East, Campaign for Learning

“I would like to tell you about a real achievement today. I have just done a half day programme titled ‘Dealing with difficult people’ - their title not mine! This was for a sceptical and questioning bunch, but thanks to the brain friendly approach there were 100% rave reviews!”

Helen, Partner, First Class Learning & Development (went on to train her whole team in brain friendly learning)

“The style of delivery and facilitation was excellent. I felt very comfortable and included as though the whole course had been designed just for me. All my learning needs were met and more. Thank you so much for a wonderful 3 days. I can’t wait to start using the learning I acquired.”

Sifiso, Director, Steven Lodge (and specialist in Alzheimer’s disease in people with learning disabilities)

“It’s only when reflecting that I’ve noticed I’ve not had to step outside my comfort zone to do some quite radically different stuff. Instead, you’ve simply helped me expand my training design comfort zone to seemingly limitless proportions. Blimey, now there’s a result!”

ROB, creator of the Internal Communication Model, and specialist in internal business communications.

“The mini sessions were the best part of the experience for me. Has given me much more confidence to present sessions as I should like to. Very pleased to be asked to do something work related. Loved the feedback. Observing other sessions of huge benefit. Fascinating to see how I got on participating in sessions on topics unfamiliar to me and how the techniques used by presenters enabled me to grasp subject matter and retain it.”

Julie, Partner, ParaSol Claims (ex Teacher and Training Manager, with specialist knowledge in claims handling)

“This training was one of the best I have ever attended. Practical, accessible, inspiring, memorable, motivational and engaging. The delivery was energetic and supportive, thoughtful and interesting. I enjoyed your different styles and feel you have a good balance between you. I particularly enjoyed it when you worked together. I felt cared for and nurtured.”

Danny, writer, performer, and Director of Silver Lining Training

“A superbly structured and very positive learning environment. An inspirational and highly effective workshop – much more than an enjoyable learning experience; Ann and Stella have made the science of training design and delivery into an art.”

Richard, Regional Development Officer North West, Campaign for Learning

If we haven’t answered *your* questions yet, please call us so we can -

+44 (0)1380 850 192

Why Participate?

Do you share learning with others ? You might be...

- ☀ A designer, developer, trainer, facilitator?
- ☀ A lecturer, instructor, teacher, learning supporter?
- ☀ A training manager, ULR, head of L & D?
- ☀ Experienced, and seeking new ways to inspire?
- ☀ Starting out, and keen to be ahead of the game?
- ☀ Wanting to work with us?

Our list is not exhaustive!

Do you want to discover ...?

- ☀ A pragmatic model to apply creatively to every learning or development intervention?
- ☀ A holistic approach to brain friendly learning, in which you'll be totally absorbed?
- ☀ How to align individual potential with business objectives, to create win:win at work?

If your answer is **YES** to any of the above, we know you will reap the benefits from this event. It's packed with robust solutions, which we will pave the way for you to adapt to your own business environment.

What you can expect

Our group size is **strictly limited**, so that you get plenty of personal time to explore the learning, within the group and with us.

Dress is your choice, the environment is informal yet fast-paced, and your **enthusiastic contribution** is anticipated, to enable everyone to learn.

You will work with each person in the **group**, in different formats, as well as having plenty of time for **personal** reflection and exploration.

You will leave with a **personal toolkit** bursting with ideas you can immediately apply, and your choice of learning session, which you **re-invigorate** using **brain friendly** principles, with our ongoing support.

Your guarantee

We believe this programme gives you amazing value, so we are offering **you** a **100% risk free guarantee**.

If, within a day, you are not already inspired with ways you can do things differently, you may choose to leave the event, and your fees will be refunded.

We also appreciate your feedback, so we learn too.

Your investment

This year, investment in our unique **ITOL**-accredited programme has been held at **£1297 + VAT**.

And to mark our **21st anniversary** celebrations, we have some fantastic **special offers** available.

To find out more, book, or enquire about more than one place, please call us on **01380 850 192**.

Your Alternatives

In-house

Bring this workshop in-house.

How to be a Brain Friendly Trainer™ can be delivered within your organisation or with a group of organisations, and can be tailored more closely to specific business requirements. (*Design fees may apply.*)

Publications

Not able to attend this event for business or personal reasons?

We journey through our entire model in an ebooks series available from www.brainfriendlyessentials.com – look out for bundle offers. These ebooks are not just a good read - they're a real brain friendly experience! (our 1st ebook is free to participants at **How to be a Brain Friendly Trainer™**).

1-day workshop

Do you need to maximise the impact of your presentations?

If you or colleagues just present information or share learning occasionally, ask us about our 1-day MASTER class overview of brain friendly methods – **Maximising Impact™**. This runs as an open programme (visit the website for **dates**) or in-house (**call us** for more information).

Future

What else do we offer?

Our brain friendly methods are applied to a wide range of learning topics, 'soft', 'technical', 'different' and 'bite size', which can all be tailored to your business needs.

Call us on **+44 (0)1380 850 192**, email us at info@braininbusiness.com, or visit www.braininbusiness.com to find out more about **your** alternatives.