

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!

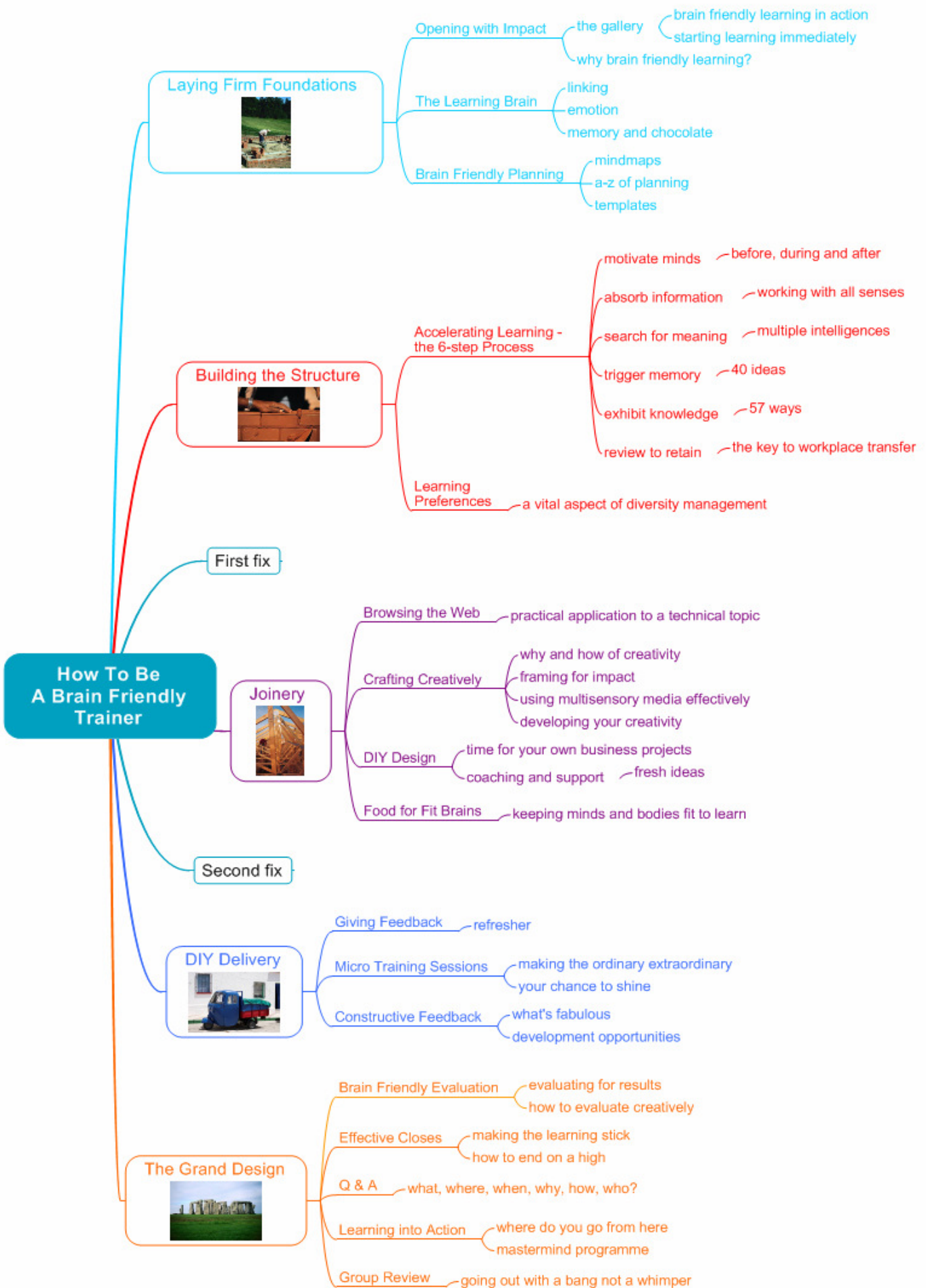
And, as experienced brain friendly trainers ourselves, we're delighted to say that we now either use techniques to **prevent these situations arising** or if we do meet them, we have **excellent tools** at our fingertips to handle every one of them effectively.

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 (lunch-time to lunch-time), sharing the knowledge it has taken us years to acquire! Our 2009 event takes place from **24th - 27th September** and the 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 each day 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!). www.marwellhotel.co.uk
- ✓ 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 drawn from the entire event, from which you will be able to start designing your own events, as soon as you get back to work.
- ✓ BONUS #5 – monthly **Brain Friendly Tips** to keep you inspired, and periodic free resources, for as long as they benefit you.
- ✓ BONUS #6 – nationally recognised certification through The Institute of Training and Occupational Learning (ITOL).



We consider our action-packed **How to be a Brain Friendly Trainer™** offers you the most comprehensive full-to-bursting treasure trove of leading learning methods available in the UK today, **returning you the best value for your investment!**

But don't take our word for it; please **read on**, to see what previous delighted customers say!

And we'd be happy to discuss why we believe this event will give **you** the best return on your investment, so do call us on **+44 (0)1380 850 192**. But hurry – places are very **limited** (which is also a benefit to you!)

What about ongoing support?

Yes, the eagle-eyed will have spotted that ongoing support is not mentioned! Previously, and on shorter programmes, we always offer email and phone support (as do others). However, you may be surprised to learn that **less than 1%** of learners ever take up such offers.

When we started building our knowledge, we were fortunate to be able to learn together, design together, and lots of the time, deliver together. This has ensured that we stay inspired, focused, and creative.

We are passionate about enabling you to take your learning forward, enjoying the support that we were grateful to have. So when you sign up to our event, you will subsequently be offered the opportunity to participate in our **Mastermind Programme**.

You will get the chance to continue to be inspired by others in the group, to learn even more than we can possibly fit into our already action-packed event, and have us as your personal coaches, working with you on your own business applications, after you participate in **How to be a Brain Friendly Trainer™**.

Your participation in this exclusive **Mastermind Programme** is optional but from personal experience we know that meaningful ongoing support is the difference that will enable you to make a difference and add significant impact – consistently! Details will be supplied and the choice will be yours.

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 20-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 **limited** to 6 participants per trainer, so that you get plenty of 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 fully refunded. We would also appreciate your feedback, so that we can learn too.

Your investment

To be one of the limited number of participants at our **only** open 3-day event this year, the investment is **£1297 + VAT**, in advance. To benefit from our earlybird **discount**, and **staged** payment options, contact us to book **soon**.

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?

A series of ebooks is under development and can be purchased via the **products** page of the website - www.braininbusiness.com. 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.

How to be a Brain Friendly Trainer™

**Book Now for 24th - 27th
September 2009 – it's easy!**



1. All bookings are initially handled online.
You will be taken through a short 3-part form – please complete all parts.
2. Please read the **Terms and Conditions** below before booking.
3. You will not be asked for payment at the booking stage.
You will be asked who is paying for your place – **me** or **my organisation**.
4. Independents or small businesses: if you wish to have the option to make staged payments, ensure you select the **me** option. This option is dependent upon how close in time we are to the event.
5. If you select **my organisation**, you will be asked the name, address and full contact details of the authorising person, so we can invoice them.
6. If we will need a purchase invoice number, please email it within 3 days to info@braininbusiness.com.
7. VAT invoices or receipts will be issued as part of the booking process.
8. Bookings remain provisional until full payment has been made.
9. For any queries regarding the booking arrangements, please call us on **+44 (0)1380 850 192** (Ann) or **+44 (0)1189 836 339** (Stella).
10. Book online now at www.braininbusiness.com/htbabft/bft-booking.php

Terms and Conditions

- **How to be a Brain Friendly Trainer™** is being organised and delivered, through our joint venture **Brain in Business™**, by:
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Stellar Learning Kelynack Reading Road Burghfield Common RG7 3BH ☎ 01189 836 339 🌐 www.stellarlearning.co.uk
- We take your privacy very seriously. If you are not already a subscriber, you will now be joined to our database and receive our monthly ezine and other resources. Your details will not be shared with third parties, except with your consent, and you are free to unsubscribe at any time.
- Joining information, venue details, and pre-event action will be sent in advance of the workshop.
- Please advise us of personal or dietary needs – vegetarian options are already included. Our venue is wheelchair friendly.
- Fees are due after booking and it is participants' responsibility to provide information so we can invoice third parties, as appropriate. Places may be re-allocated if payment has not been received by the notified dates and participants remain responsible for ensuring payment is made.
- If you cancel your booking more than 31 days before the event, we will refund fees, less £50 (+ VAT) for administrative costs. If you cancel your booking within 31 days of the event, we regret that fees cannot be refunded, because we are then committed to the venue.
- Alternatively, we will be pleased to welcome an appropriate substitute. The £50 (+ VAT) administrative charge will be waived.
- An online booking constitutes a contract with **Simply Learning**. Participants are advised to retain copies of documentation for their records.
- It may be necessary for reasons beyond our control to change the content, timing, trainers, dates, or venue. If the event has to be cancelled, we will make a full refund of fees paid, and disclaim any further liability.