

**Suggestions for
Brain Friendly Learning options**

By
Stellar Learning

Programme 1: Brain Friendly Taster

Programme 2: Introduction to Brain Friendly Learning

Programme 3: Virtual Sticky Learning

Programme 4: How to be a Brain Friendly Trainer



Brain Friendly Taster session

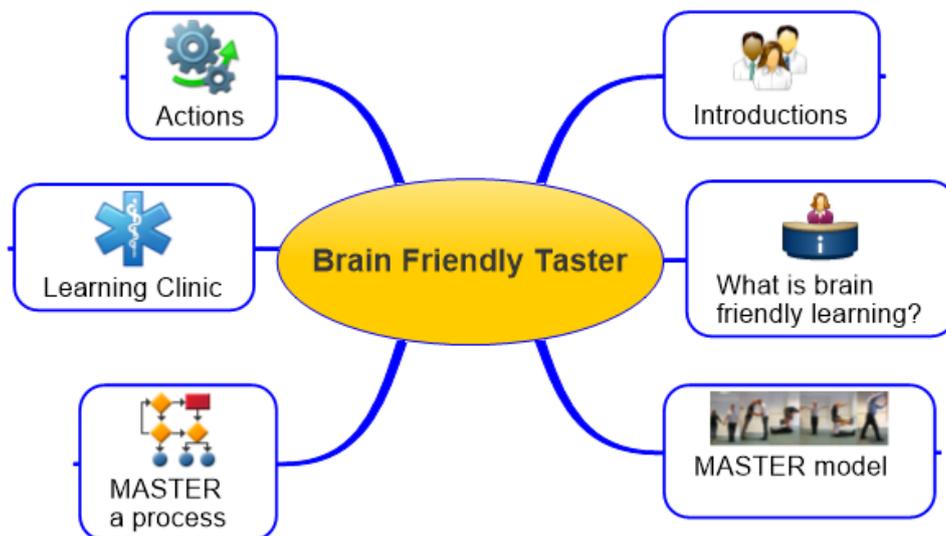
Outcomes

The outcomes of this session are for learners to:

- ☀ Recognise multiple effective ways of sharing information beyond Powerpoint
- ☀ Experience some alternative techniques and their results
- ☀ Have a glimpse into the depth and effectiveness of brain friendly principles
- ☀ Apply some brain friendly ideas to their own training sessions to get results

Overview of session – 2.5 hours

- ☀ Introductions and outcomes
- ☀ What is brain friendly learning
 - an overview of the topic
 - Understanding a little about how brains learn and what makes effective training
- ☀ The process
 - introduction to the MASTER model for design and delivery of training
- ☀ MASTER the DRAB process
 - practical example of how to apply brain friendly principles to a topic
- ☀ Learning Clinic
 - your opportunity to apply what you learn to your training
- ☀ Actions
 - what will you do next?



[Click here to find out how brain friendly learning looks, sounds and feels](#)

Introduction to Brain Friendly Learning - Why it isn't pink and fluffy

Stage 1: Preparation

Before you attend:

- ☀ Pre-reading – an ebook outlining the principles and benefits of brain friendly learning.
- ☀ Learning needs analysis – so that we can ensure the emphasis of the programme meets your specific needs.
- ☀ Plan real world challenges to bring to the Learning Clinic

Stage 2: Workshop

Outcomes:

You will:

- ☀ Identify how working with the brain overcomes multiple training barriers
- ☀ Be able to tell genuine 'brain friendly learning' from 'pink and fluffy' learning
- ☀ Recognise 6 key components of the brain friendly approach – and work out what you're already doing well
- ☀ Apply tips and techniques to transform real training issues
- ☀ Experience a full brain friendly session for yourself and walk away with multiple ideas to implement immediately

Overview of the session

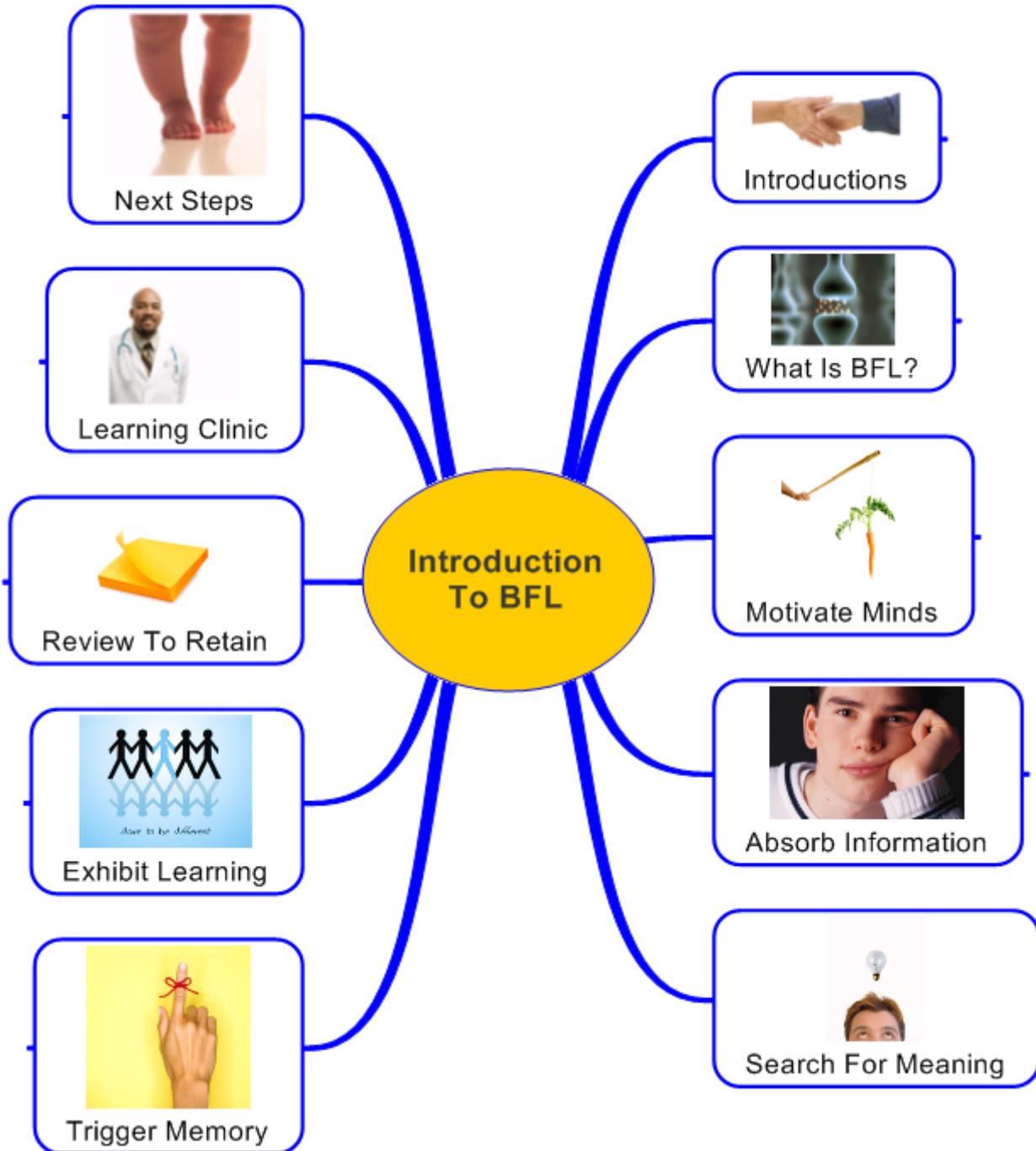
- ☀ A gallery of ideas to help you answer the questions 'What is brain friendly learning?' and 'why does it matter to me?'
- ☀ Identify barriers to learning and how to overcome them using brain friendly techniques
- ☀ Vital insights into how brains learn – and how you can apply that knowledge to engage people fully
- ☀ An introduction to a process to design and deliver training sessions that gets measurable results – and helps you deal with the 'training sceptics' in your organisation
- ☀ Exercises to look at how you can inspire and motivate the most reluctant of learners and why 'there is no such thing as a boring topic'
- ☀ Reviewing – why it gets neglected and how it can change results overnight
- ☀ The Learning Clinic – bring along your real life training issues and solve them

Stage 3: Review and Six Month Follow up

- ☀ Structured activities at specific times to review and refresh learning
- ☀ 6 months of ongoing support to all participants to embed learning – eg. Emails/ telephone calls/ webinars/ additional materials/ audio etc



Introduction to Brain Friendly Learning - Why it isn't pink and fluffy (for those who prefer pictures)



[Click here](#) to find out how brain friendly learning looks, sounds and feels

The Virtual Sticky Learning Programme



A 3 month programme, including a 3 day workshop, to implement brain-based methods in virtual classrooms, with a focus on webinars.

Rehearsals: questionnaires, reading, planning personal outcomes

Day 1: Building the Set

Setting the scene and getting the basics in place for virtual, sticky learning.

- ☀ Open with impact – provide value and start learning straight away
- ☀ What's the challenge? Differences between virtual learning environments and real life
- ☀ Bridge Model – Learn the components of brain friendly learning
- ☀ The Brain – understand what helps people to pay attention
- ☀ The Learning Process in 6 acts:
- ☀ Motivate minds to be ready and eager to learn
- ☀ Absorbing information – appeal to the senses to make all information 'sticky'
- ☀ Search for meaning – provide multiple ways for diverse people to make learning relevant to them
- ☀ Trigger memory – numerous tools to make information sticky and memorable
- ☀ Exhibit knowledge – testing and checking that people have learned what's required
- ☀ Review – the vital key to long term retention of information

Day 2: Illusion of reality

Making virtual learning as real as it can be – using the properties of webinars constructively

- ☀ Understand why creativity is important – and that you may be more creative than you think you are
- ☀ Gripping the audience - How to build rapport with your audience, encourage them to work together even when you can't see their body language and they can't see yours
- ☀ The script - What you say to keep people with you to the end, see the point, hear your message and make it easy for them to follow you
- ☀ Orchestra Pit - How to use your voice to gain attention, make impact and help people reflect. What can you learn by listening?
- ☀ Plot lines - Stories are sticky so create links, weave pictures and be engaging
- ☀ Framing for Impact - Using themes, creating joyous joining information and marketing your webinars so that people want to attend
- ☀ Directors cut - plan and script your webinars so they seem spontaneous, natural and improvised! How to deal with the unexpected and noises off!
- ☀ Design the show - Time to start your own designs

Day 3: Curtain up

Your chance to put into practice everything you've learned

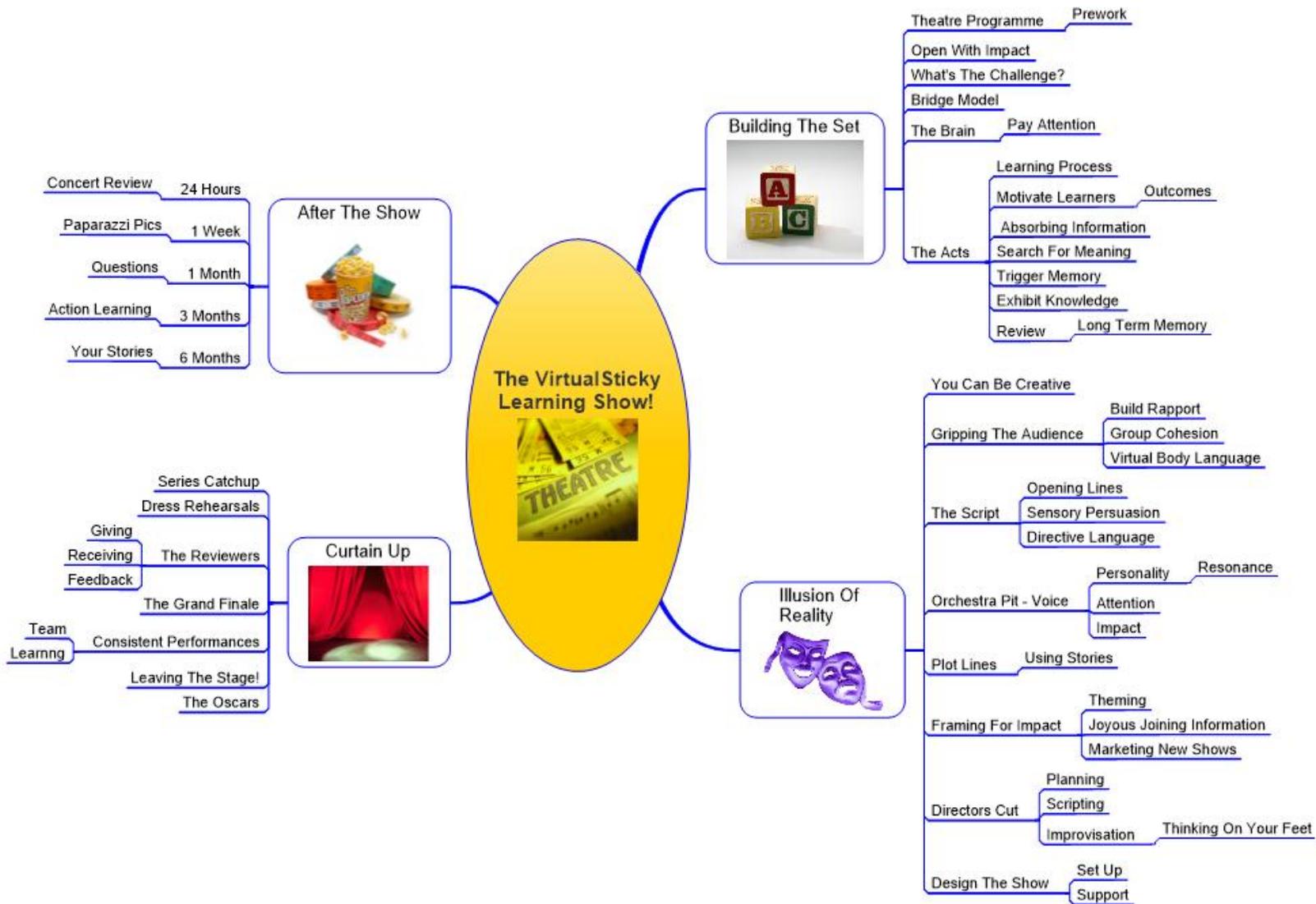
- ☀ Time for last minute rehearsals
- ☀ The reviewers – understanding the feedback process for this workshop
- ☀ The Grand Finale – delivering your webinars
- ☀ Consistent Performance – what to do as a team to 'be the best from the beginning'
- ☀ Leaving the stage – what you will do to close your webinars on a high
- ☀ The Oscars – 'What I've learned' – and 'for my next show....'



After the show

- ☀ Continue to review and build on your learning with exercises and activities for up to 6 months

The Virtual Sticky Learning Programme – for those who prefer pictures



How to be a Brain Friendly Trainer (A 6 month accredited programme including 3 days of workshops)

Stage 1. Preparation

Before you attend:

- ☀ Questionnaires – so you begin to understand more about learning preferences
 - ☀ Pre-reading – an ebook outlining the principles and benefits of brain friendly learning.
 - ☀ Learning needs analysis – so that we can ensure the emphasis of the programme meets your specific needs.
 - ☀ You decide on a real workplace application that you want to design and deliver.
- This element begins to programme your brain for learning yourself (because you're usually wearing the facilitator's hat), and encourages you to think about what learning outcomes are most important for you. This means you will hit the ground running on Day 1.

Stage 2. Face to face workshop

Laying Firm Foundations

Tools to get everyone talking and learning – as soon as you arrive!

- ☀ How to stimulate the brain to stay alert during presentations, learning and knowledge transfer.
- ☀ Mind mapping – a fantastic tool for all brain friendly learning facilitators.
- ☀ Planning all aspects of learning, the brain friendly way.

Building the Structure

- ☀ The 6-step learning process - how to achieve consistent success with all you design, develop and deliver.
- ☀ Motivating ideas to keep the audience engaged, responsive and refreshed, whatever the content!
- ☀ How do the 5 senses affect how everyone absorbs information and learning? – designing materials and resources for all preferences.
- ☀ The theory and practice of the multiple intelligences and their importance in making learning meaningful to all. Amongst other things, this knowledge helps to minimise challenge in the learning environment.
- ☀ Effective methods to trigger your audience's memory for all the facts and figures you present!
- ☀ Identify 57 ways to test learners' understanding of what has been learned.
- ☀ Discover the impact of using reviews to retain learning; this is the key to workplace transfer and long-term memory.



Joinery

- ☀ Participate in our live demonstration of how to bring everything you learn together, which we apply to a technical topic – so you can see, hear and experience how to do it yourself.
- ☀ Why creativity is important in learning and how to get your own creative juices flowing ready for your session.
- ☀ Framing learning through themes and how to open sessions in ways which engage all your learners.
- ☀ Learning to use media and a treasure trove of value for money resources, in a brain friendly way.
- ☀ Design time for your very own session – to be based on a real work application for you.

DIY Delivery – everyone delivers their own session to the group

- ☀ Refresher on how to give feedback constructively.
- ☀ Practical delivery of your session to a small group.
- ☀ Feedback from your peers and tutor with ideas for developing your session further.

The Grand Design

- ☀ How to evaluate creatively and to get workplace results.
- ☀ Ask the experts – Q & A session to answer any questions you may have left.
- ☀ Effective closes - how to end on a high to make learning stick.
- ☀ Transforming your learning into action when you're back at work.

The optional sessions Food for Fit Brains and Learning Preferences are covered through additional handouts and we can signpoint you to further resources.

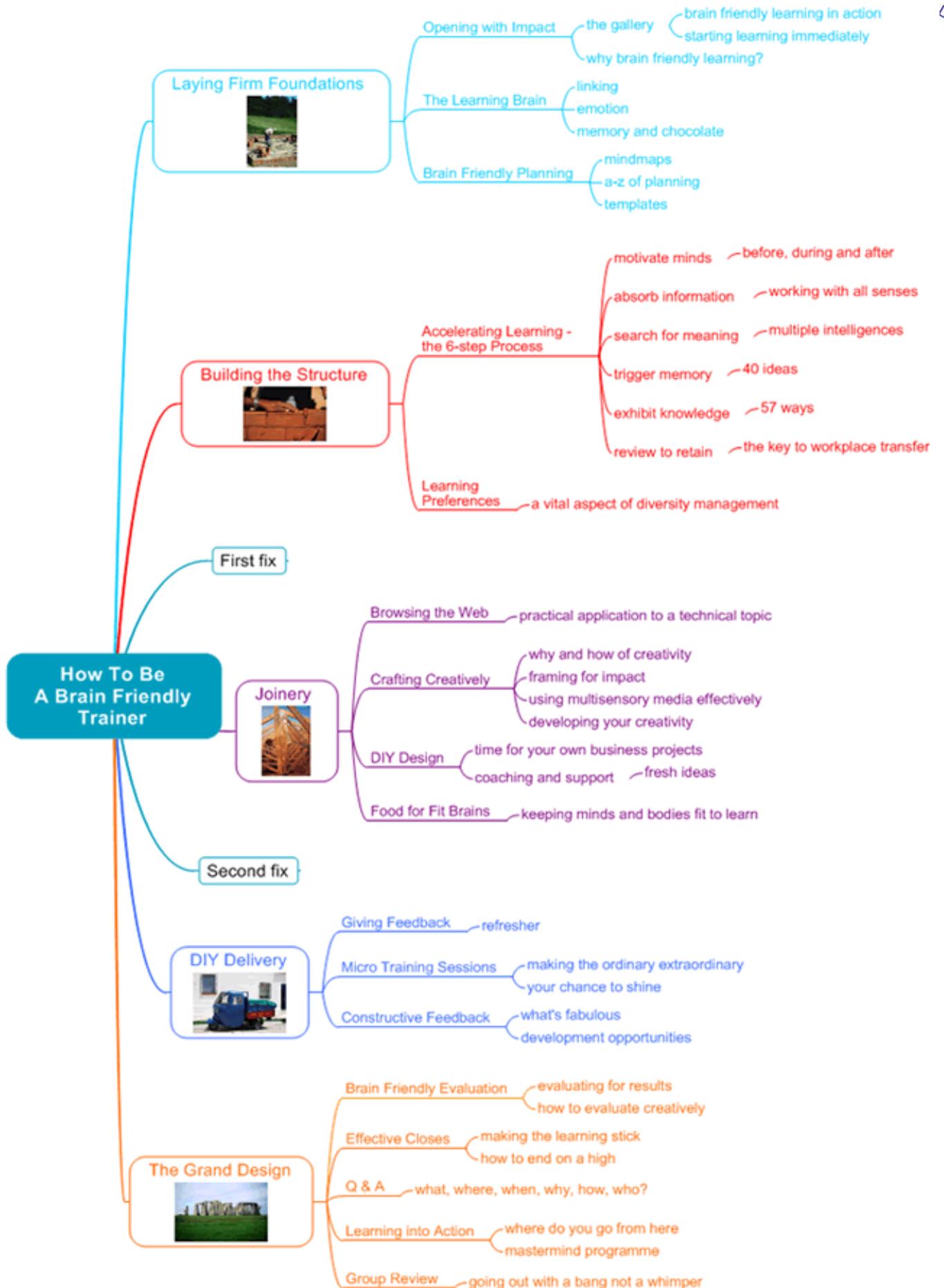
You will be immersed in a multi-sensory, multiply-intelligent environment throughout in which you will experience multiple ideas which are immediately transferable into your own learning designs.

Stage 3: Review and Six Month of Follow up

- ☀ Structured activities at specific times to review and refresh learning
- ☀ 6 months of ongoing support to all participants to embed learning – eg. Emails/ telephone calls/ webinars/ additional materials/ audio etc

Visit www.howtobeabrainfriendlytrainer.com for more information about the programme





Experience and Credentials: In house clients include

Advance Housing	Hanover Housing
Advice UK	Leeds Building Society
Allen Vanguard	Ludger
Astra Zeneca	Merck Chemicals
BP	Prosonix
Breakthrough Breast Cancer	Ramboll
Chilworth Global	RNLI
Chartered Institute of Environmental Health	Royal Society of Chemistry
Cunningham Lindsay	Shell
Guide Dogs for the Blind	Sheffield Hallam University
	Volvo

People from the following organisations have joined our open TTT events:

The AA, Akrapovich, Cross Country Trains, Borough of Windsor and Maidenhead, Campaign for Learning, KRKA Pharmaceuticals, Orbit Housing Group, Solvay, SI Mobil, Willis, Bracknell Forest Borough Council, Network Housing, Steven Lodge Residential Home plus numerous small and independent training companies.

Previous participants say:

Just do it! Do it for genuine competitive advantage.

Stephen Rowe, Managing Director, Chilworth Global

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

Richard, Regional Manager, Campaign for Learning.

I learned how to bring my coaching sessions to life and gain real buy in from those who are learning and am seeing positive results. So although this course may be perceived as a 'trainer' course, it is perfect for those who develop others in any arena. **Kelly Shaw, Leeds Building Society**

I've become even more of an advocate for brain friendly training after attending the 3 day workshop; would thoroughly recommend it! **Craig Lawrence, Cross Country Trains**

Thank you! Your enthusiasm and encouragement inspires me to continue learning and to build on my career to become a Qualified Trainer. This course was like nothing I've ever done before, it was totally whacky at times, hilarious in parts and completely jam packed full with info. It's a must do course for engaging your learners! **Lesley Britton-Shaw, Hanover Housing**

Thanks for a great session, the time whizzed past and I for one have already thought of lots of changes we can make. **Caroline Hunter, Head of L&D, Medihome**

Visit <http://www.brainfriendlylearninggroup.com/2013/10/janice-and-her-training-demon-dr-doubt/> for case studies, including this one from Capita.



Guidelines to Investment

We always work with you to ensure you achieve a package that suits your needs. This is a guideline to our standard rates and recommended trainer ratios and everything that is included.

Your investment in these programmes typically includes:

- ☀ Initial consultation – by phone / email
- ☀ Complimentary design review in relation to organisational needs
- ☀ Review of current learning plan, handouts, resources, publicity in the light of needs
- ☀ Liaison with organisation on all administrative requirements
- ☀ Learning Needs Analysis with participants and follow up as required
- ☀ Complimentary copy of our eBook; Learning: Begin with the Brain in Mind
- ☀ Liaison with you to ensure a suitable venue is selected
- ☀ Liaison with venue to ensure environmental and brain friendly food requirements
- ☀ Learning delivery by experienced brain friendly facilitators
- ☀ Multi-sensory resources pack/ brain friendly nibbles
- ☀ Full colour handout package
- ☀ Level 1/2 evaluation
- ☀ Post workshop de-brief for sponsor
- ☀ Three months of ongoing support to all participants to embed learning - Emails/ telephone calls/ / additional materials etc
- ☀ Certification by Institute of Training and Occupational Learning
- ☀ Drafting recommendations for next steps



For up to 6 people per day (1 facilitator)	£1780 + VAT (£296 per person)
For up to 12 people per day (2 facilitators)	£2980 + VAT (£248 per person)

All additional facilitator expenses will be agreed and charged at cost.
VAT is charged at the prevailing rate.

And you are backed by our guarantee:

We want you to be 100% satisfied with the quality and standard of our learning programme, which is why we guarantee that your expectations - once identified, understood and agreed with you - will be met. If, for any reason, this is not the case, all we ask is that you tell us and we will do all we can to put things right. If this is not done to your complete satisfaction we will refund the cost of your programme.



Our Commitment To You

When you choose us, you get the right learning programme tailored to your particular needs which gives you the results you want.

We live by these principles:

Tailored solutions... We take the time to listen to you, to find out what you need, and then find the right way to deliver a bespoke solution that meets your requirements; you can be sure we will deliver what you want.

No fluff ...We know that time is precious, so our workshops are only as long as they need to be to ensure your staff learn, retain and apply what they've learned. We use email, teleseminars, audio and eBooks for pre and post course work to build on the face to face time.

Results orientated...Our focus is always on improving performance and achieving the results you want. We work with a small group of carefully selected people with a passion for business results, innovation and effective learning.

Innovation

We do everything we can to make our service the best it can be. We constantly look for better and more effective ways for participants to learn. By using a brain friendly learning approach we maximise the amount you learn, the amount you, and your staff, retain and provide the support you need for rapid application into the workplace.

Having the technical skills to develop new products

All staff have strong theoretical and academic backgrounds to apply practical learning solutions, and undertake regular professional development themselves to make sure we stay at the leading edge of the training industry.

We run a professional development group, The Brain Friendly Learning Group, so we keep up to date with the latest research and practices in learning and effective communication to be able to apply it to your programmes and all our products.

We are also members of selected business, professional and scientific groups so that we understand the world in which you operate and know what is important to you.

Partnership, working together and relationships

We believe that best results are achieved by working with you to ensure your staff receive the training they need, meaning direct benefit to your organisation.

People learn better when they enjoy the process, so our programmes guarantee people learn from us and each other to share skills for the benefit of all.

By using the most effective learning techniques we ensure people are engaged and responsible for their own learning and development, which is proven to maximise results.



