Tips for Top Trainers

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Who is this man?

Myron L. Fox, M.D.

- Author and Lecturer
- Albert Einstein School of Medicine
The “Dr. Fox” Effect

- Three versions of the lecture (low, medium, and high content) delivered in two different ways (entertaining and straightforward).

- In the low content condition, the lecture itself was comprised of non sequiturs, neologisms, contradictory statements, jokes and meaningless references to unrelated topics.

- In all three conditions, those who participated in the "entertaining" version of the lecture learned more than the students who viewed the "straightforward" version of the same lecture.

Effective Speakers/Trainers

• Heath, McKenna, & Atkinson published results of a study of popular trainers:
  – Entertainment skills
  – Structuring skills
  – Preparation and organization skills
  – Focusing skills

On presenting...

Tip #1: KNOW YOUR BUSINESS

- ENGAGEMENT
  - AROUSE FIRST
    • Begin with the effect you want to achieve (happy, sad, angry, etc.);
  - LEAD SECOND:
    • Consider the sequence of actions that will lead to that effect;
  - EDUCATE LAST:
    • Backfill the content
On Presenting...

Tip #2: KNOW WHO YOUR ARE

• Identity/character:
  – Visionary, Team Player or Contrarian
  – Idealist, pragmatist, visionary, or “tested in the trenches”
  – Punk, Prep, Aging hippie, Skater, Goth
  – Itinerant priest, teacher, guru, friend

• Play to your strengths:
  – Tell jokes if you are funny, lift people if you are inspiring, educate if you are informative;
  – Lead with your passion:
    • “Blissed,” “Blessed” “Pissed,” “Dissed”
On presenting...

Tip #3: GET HELP

• “Coaches watch for what they don’t want to see and listen to what they don’t want to hear.”
  – Who will you turn to for guidance to improve your performance?
  – How will you make your work available for your coach to observe, assess, and then provide corrective instruction?