

The background of the slide features a close-up, shallow depth-of-field photograph of several pushpins. The pushpins are arranged in a way that their shadows are cast onto the white surface they are pinned to, creating a pattern of dark, circular shapes. The lighting is soft, highlighting the metallic texture of the pushpin heads and the smooth surface of the paper.

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*

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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.

Naftulin, D. H., Ware J.E., Jr. and Donnelly, F.A. (1973). The Doctor Fox Lecture: A paradigm of educational seduction. *Journal of Medical Education*, 48, 630-35.



Effective Speakers/Trainers

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



Heath, A.W., McKenna, B.C., Atkinson, B.J. (1988). Toward the identification of variables for evaluating family therapy workshops. *JMFT* 14(3), 267-276.

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?*