ATD ICE May 2017—Thoughts and Takeaways from Allison Horak

Author Spotlight: Mark Murphy
- New book = Truth at Work: The Science of Delivering Tough Messages
- We, as a society, have less respect for the truth
- Social media has trained us to react immediately; wouldn't it be better if we had these options for reactions:

  🔍 I wonder if that's true

  🧠 Let's think on the matter further

  📚 I need more facts
- How we usually have difficult conversations with people is:
  F—Facts
  I—Interpretation
  R—Reaction (emotions)
  E—End
- We need to strip away everything in our conversations that isn't a **F**act.
- Don't use the "f" word when having difficult conversations at work → feel

Nine Reasons I Hate Your Educational Videos
- Wear clothing that makes you feel good about yourself.
- Don't put yourself in "jail" in a little box at the bottom of the screen; people cannot look at two things at once.
- Recent research revealed that the videos that get watched the longest are around six minutes long.
- If you're recording someone else, put a piece of electrical tape over the red light, so they don't know when you've started filming; they'll be more natural.
- Don't center your subject in your frame. It's boring, static, and doesn't leave any room for superimposed text later.
- You should change the perspective of your video every 3–5 seconds.
- If you're using stock photography in your video, alter it (crop it, change the color enhancement—anything to make it look different from those pictures we've all seen so many times.
- You will probably have to pay for accompanying audio.

Secrets of Master Virtual Trainers
- Typical virtual training class is around 6—90 minutes, broken up into 15–minute segments.
- Avoid using the term "webinar" because it means different things to different people; many people hear webinar and think there's no expectation for them to participate.
  o Alternative = "live online training" or "online learning event"
- The best way to let participants know what the expectations are is to be clear before the event. A simple statement in their confirmation email, like this, was suggested: You are expected to participate. This is not a conference call or a meeting. This is your online learning event.
- Prepare relentlessly. Your prep time will usually be about a 3:1 ratio. Make sure you know the tool inside and out; practice multiple times using the platform. Visualize perfection.
- Have redundancies ready, just in case you hit a snag or your technology fails you. For example, have one device set up in host view, but have another computer or tablet logged in as a participant; you don't want to have to guess at what the participants are seeing.
- Keep track of who's participating, and be prepared to call on people you haven't heard from yet.
- Having screen shots are a good backup, in case you're not able to visit another website during the training.
- We should engage learners every four minutes.
- When you first start your online learning event, strive for immediate engagement. Ask an easy question that most people would have an answer to, like "Give me an example of a …" or asking for a show of hands.
- Build rapport with and among participants early. Look for commonalities. Use participants' names.
- Use a headset.

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Online Training
- First become familiar with what features your platform supports, then plan you online training, i.e., map your interactions to the features your platform will allow.
- In a live chat, insert a line of asterisks, like this, to indicate a new topic is starting:
  ****
- To encourage interaction in live training, two ideas are:
  1. Have participants go on a "scavenger hunt"—go out to another website, hunt for answer to three questions, come back to the group chat.
  2. On a slide, have three numbered statements that intentionally have something wrong. Then, ask if participants agree with the statements, how they should be modified, etc.

Making Stress Work for You
- Having a more positive/balanced view of stress can change the way you're affected by it.
- Optimists live longer.
- A positive aspect of stress is when it triggers our "challenge response," empowering us to rise to the occasion, accepting the challenge.
- You choose your mindset; you can choose to see stressful situations as an opportunity for growth.
- People in pain who are supported by loved ones and friends experience less pain.
- Free 30-minute webinar re Intro to Online Training (Dale Carnegie).

PowerPoint Slides that Make Sense
- Picture superiority effect—our brains love pictures more than words.
- Represent your agendas visually:

1 ⇨ 2 ⇨ 3 ⇨ 4

Engaging Introverts
- One of the best tools is putting thought questions on your flip chart/easel ahead of time; this gives inward processors time to think and be ready to participate in the discussion.
- Using an in-class survey tool (like savvyroo) can be an effective way to engage introverts in the discussion process.

Engaging Learners with Video—Passive and Active Engagement

PASSIVE
- Music—You must find music that's royalty-free. Check out (1) YouTube audio library (free), and (2) premiumbeats.com (for purchase).
- Have two cameras rolling, so you get primary and secondary (another vantage point) footage.
- Changing the shot often helps people resist looking away.

ACTIVE
- Insert regular check-ins with your participants (e.g., quizzes).
- Supply links, where the learner "jumps out" to other sites, then comes back with information.
- Ask learners to pause the video, go do ABC (some multi-part task), and come back.
- Best practice: Record a follow-up video and email three weeks after initial training for reactivation of memory.