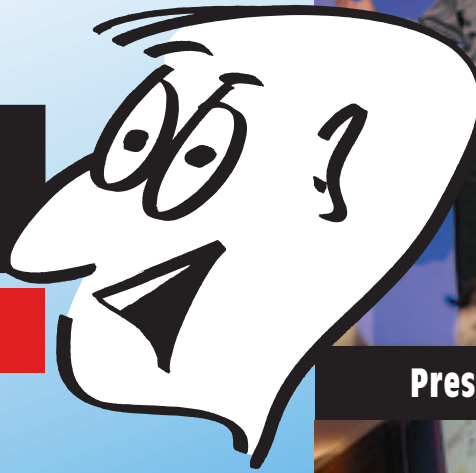


TOM



delivers

en  lightning
training



Two exciting days
that will change
your whole
perspective on
training

proudly presented by

TOM
INTERNATIONAL



Presentations



Seminars



Training



Public Speaking



Lectures

WHY participate in this amazing programme?

Well ... If you would like to receive feedback like this...

We used to spend about 90 minutes on this session, with an uptake of about 20% retention. What's the difference now by using the TOM techniques? Retention rates are at about 90%, and the process is explained within 5 minutes: Retention and learning increased - actual training time decreased. A double result in any trainer's book!"

David Kent
Learning & Development Manager - Sales.
Coors Brewers Limited

... and this...

"Thank you! The place is buzzing!"

Adele Doak
Phillips

"Without exception the response from everyone on the course has been fantastic. I have already put it into operation in a course and to quote "it's a hit!" We all really enjoyed it and learnt from it and I'm confident that training will become something to look forward to rather than a chore. To sum up... fantastic and thank you!"

Bridget, Boden (clothing)

"Thought-provoking, powerful, learning a lot whilst having fun, energetic, memorable, genuine ... I have rarely witnessed such a powerful and impactful presenter"

C.G.
One of the BIG FOUR global accounting firms

"Bounced into training on Thursday morning highly motivated - and received the best feedback forms ever!!! It was great to be able to implement elements straight away without having to go away and re-formulate our courses - which so many other training devices necessitate"

Jane Edis
Training Officer,
West Midlands Probation Service



...then maybe you
need to do this...



The ultimate 'Train-the-trainer' course!

WHAT is it?

In two dynamic, inspirational and confidence-building days participants will learn to design and deliver training sessions in a brain-stimulating way. They will enhance their toolkits using En-Lightning Training techniques such as Memory Linking, Multiple Intelligences, Brain Gym and NLP to achieve results that have that elusive 'wow' factor. These are not 'trainers tricks' courses - they take you into a new realm of understanding the learning / training process and how to work with it. Training trainers is what we do best.

Rather than teach a variety of games and processes which could be reproduced, we will focus on the basic principles of creativity and invention so that participants become adept at creating their own activities set in their own style. En-Lightning Training workshops don't produce clones, but focus on utilising a trainer's natural ability to develop unique ideas for turning a variety of materials into enjoyable and effective training sessions.

We will also focus on "the art of provocation" - how to nudge people out of their comfort zones and still retain their trust.

Everyoneagreeswith **TOM**.com

Phone +44 (0)1273 447 999



WHAT'S on the agenda?

Lots of PRACTICE! But in particular ...

- Discovering how to have fun and deliver stimulating training sessions
- The Power of TOM – using Trust, clear Objectives and strong Motivation
- Memory Linking - Dramatically improve memory using Words / Images / Feelings / Actions
- Maintaining the optimum Learning States
- Using the Magic of Multiple Intelligences – learn to fully utilise them in training
- Halve training time and double ability to recall and change behaviours – brief = powerful!
- Outcome is King – learn how to set inspirational training objectives
- Setting Visualised Inspiring Specific Time-bound Assessable objectives
- Training Plan - the plan works if you work the plan – Introduce → Train → Practice → Review → Test
- The power of music and movement in providing a stimulating learning and training environment
- Communication Skills – Listening/speaking, asking/telling – 'Watch your Language!'
- Feedback - fuel for champion trainers
- Design and Deliver your own new session

WHAT else do you get for your investment?

- All course materials including a comprehensive workbook and a small box of essentials for creating high quality En-Lightning Learning events
- The opportunity to learn, practice and share new skills and ideas with other training and learning professionals
- Scientific back-up – if you want/need it - for all the techniques and concepts we will be using. But essentially we will be there to help you put it all into practice.
- You will completely design (or re-design) a session and deliver it to a group of your peers and in an En-Lightning Training way.
- Post-course phone or email support should you want or need it
- A whole bunch of 'stuff' (technical term) you can use the very next day PLUS you'll have 3 days of FUN (unless you don't want to)





More... WHY do this course?

If you are a trainer or you manage trainers, this course will enable you to:

- Train Faster – multi-sensory sessions speed learning and behaviour change and save money
- Create enjoyable sessions – fun and stimulating learning experiences encourage participants to return
- Train more effectively – skills learned are recalled easier, stay longer and change behaviours

'You will learn to create enjoyable and stimulating sessions where you can train twice the content in half the time with double the recall.'

Participants in this lively and activity based workshop will leave with a clearer understanding of the principles of En-Lightning Training and numerous tips on how to deliver interesting and effective training sessions and presentations. By the end of the two days participants will have actually re-designed 'and presented' some of their own material. Working together on the workshop activities will assist them to actually 'feel' more confident – whether from 'trainer' or 'designer' background. As the course has a very practical base this new confidence has the effect of carrying over into the workplace. In addition participants will acquire simple checklists for ensuring interesting and engaging training sessions that are easy to learn, recall and apply.

WHO is this course for?

Trainers, Presenters, Parents, Teachers, Consultants, Team Leaders, Department Heads, Engineers, Managers, Executives, Co-ordinators, Entrepreneurs... in fact, anyone who needs to get their ideas across to someone else.

Whether you are new to training or you have been training for a long time, we're sure we have something to offer you. We have had trainers with 20 years experience completely revamp their training style with En-Lightning Training skills.



Everyone agrees with **TOM**.com

Phone +44 (0)1273 447 999





'I am a new trainer... ..the confidence the course has given me, is probably my biggest plus. I was pleased that within a matter of days I was able to give a presentation to my peers without much preparation time and while under, what felt like extreme pressure!! I will certainly be taking this new found confidence into the classroom!'

Trevor Hawke

WHY our methods work

1. Emotional Content

Somehow we have to have our emotions involved to facilitate the consolidation of memory and the application of concepts / ideas. Medical science still doesn't have a firm handle on exactly how this memory process works, but several things have started to become clear. We have to be able to 'see ourselves' doing it (whatever it is) which triggers off the 'feeling' of doing it – which is of course, physiologically, almost the same as doing it.

The biggest challenge for any training is to make the (what seems like) Quantum Leap from experiencing it in the training room to experiencing the same feelings and results in the workplace. En-Lightning training has been successful at achieving this leap by focussing on workshop activities, exercises and materials that stimulate participant's brains so that they feel like they have fully experienced the new behaviour or desired behaviour change.

2. Show, tell, do and teach

Our En-lightning Training workshops are designed not only to impart accelerated teaching skills to participants, but to also be a showcase for the concepts being taught. We will continually ask participants to be 'in-frame', as part of the workshop, and 'out-frame' as objective observers of the process.

WHERE can you attend?

Please check our What's on page for the next scheduled Open Workshop.

OR... we can come to you. If you have a team you would like to share this experience with, we will run an In-house workshop at the venue of your choosing and for a more 'budget-friendly' business to business investment.

Trouble deciding? You may be eligible for one of our "FREE Taster Sessions"

Experience our materials and style to make an informed decision. We ask that:

- 8-10 people attend. This way, you get to see how we train, not how we sell or perform at meetings
- there is at least 1 key decision-maker present



...more feedback from this course...

"The course was an eye opener for me personally. It was extremely useful to improve one of our current training programmes... I would recommend this course to anyone involved in the development of people."

Paul Houston
Rolls Royce

"I thought the course this week was excellent; full of energy with some fascinating and very useful material."

"Thank you very much for a great two days. I have not stopped talking about it to all my colleagues. I have so many ideas in my head now and where as before I would say I don't know where to start; now I do know where to start"

A.T., Selfridges

"... the training was brilliant and by far the best I've ever attended!"

"Thanks so much for a truly inspirational 2 days."

S. M. Dunnhumby

"I wanted to say thank you, for making me step outside my box and all that safe stuff and try something new and different. I will be putting loads of those new ideas into practice, and guess what; I Can! Thanks"

M C

"Both days were lively, entertaining and most importantly (for me at least) informative and educational, and I have taken away many positive pointers to use in both my professional and private lives."

Mark Hammett, Arriva





So...WHAT'S the investment?

Check with the TOM Team in your part of the world for up to date details of course fees.

"I really can't express the extent of my gratitude to you for leading such a rewarding couple of days.

I have wasted no time in putting the lessons learned into practice. New dawn!!! Many, many thanks."

Paul Rowley – Director, Comply Training

**An En-Lightning response
would be to contact us to find out more!**

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en  **lightning training**

