

**Train-the-Trainer Workshop basic outline:  
Helping Communicators Work Effectively with Experts**

**9:00 am: Understanding your trainees:**

- What's difficult about training experts
- Know (or guess with accuracy) your trainees' behavioral types and how to work with them
- Understanding experts' default communications styles, and how to get them to demonstrate those problem behaviors

**10:30 am: Break**

**10:45 am: Training without lecturing: Effective models for learning**

- Showing experts what media and public audiences want instead of their defaults
- Using generic examples to demonstrate communications skills, such as getting off track in an interview, using a message to stay on track, and answering tough questions
- Helping trainees work with each other to practice during training

**12 noon: Lunch**

**1:00 pm: Handling hands-on experiences:**

- How to create a safe place for trainees to fail in practice
- Letting trainees tell themselves--and you--about barriers they face

**2:30pm: Break**

**2:45pm: Handling feedback and questions**

- Giving gentle but effective feedback using video and other tools
- Handling skepticism and challenges from trainees
- What to save for Q&A and how to handle trainee questions

**4:00 pm: Conclusion**