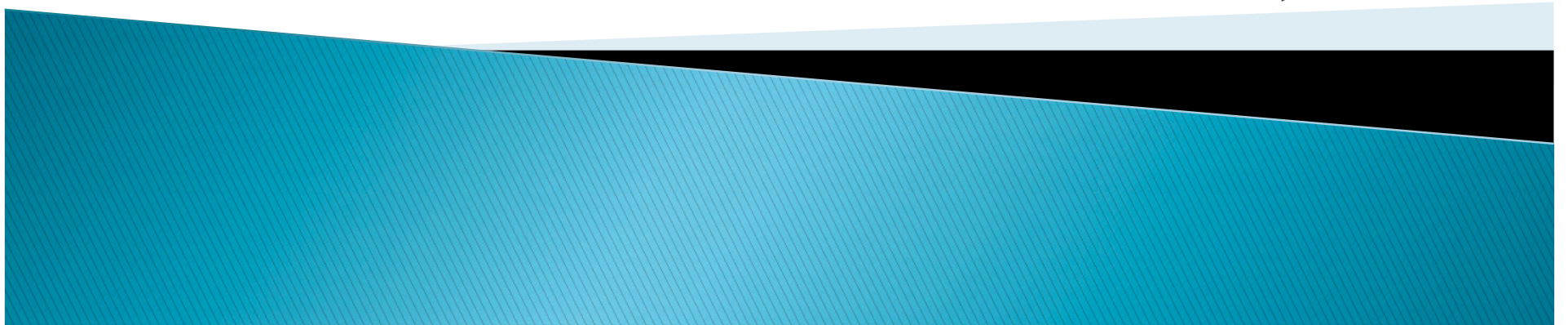


# WORLD CUP TRAINERS: Mastering the Science Behind Engagement

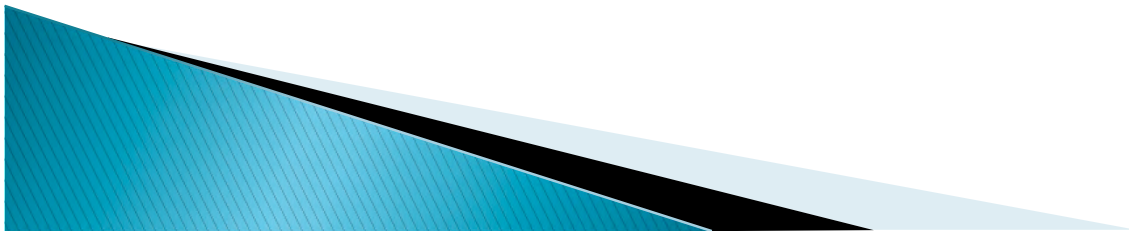
Sharon Mast  
Certified Facilitator & Trainer  
IIRP World Conference  
October 29, 2014



# Albert Einstein...

**“I never teach my pupils.**

**I only attempt to provide the conditions  
in which they can learn.”**

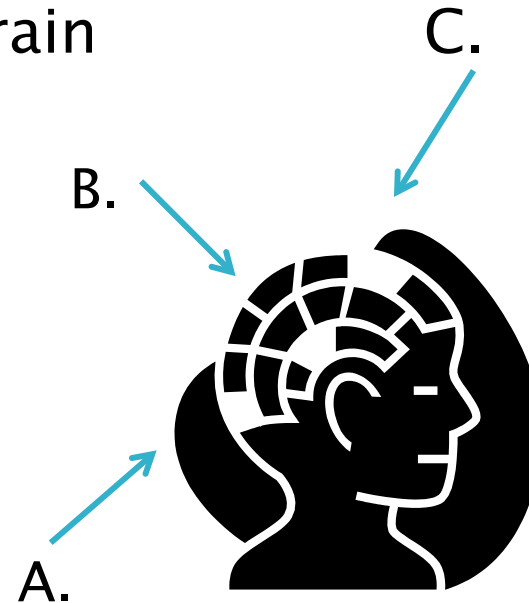


# Engaged Participants

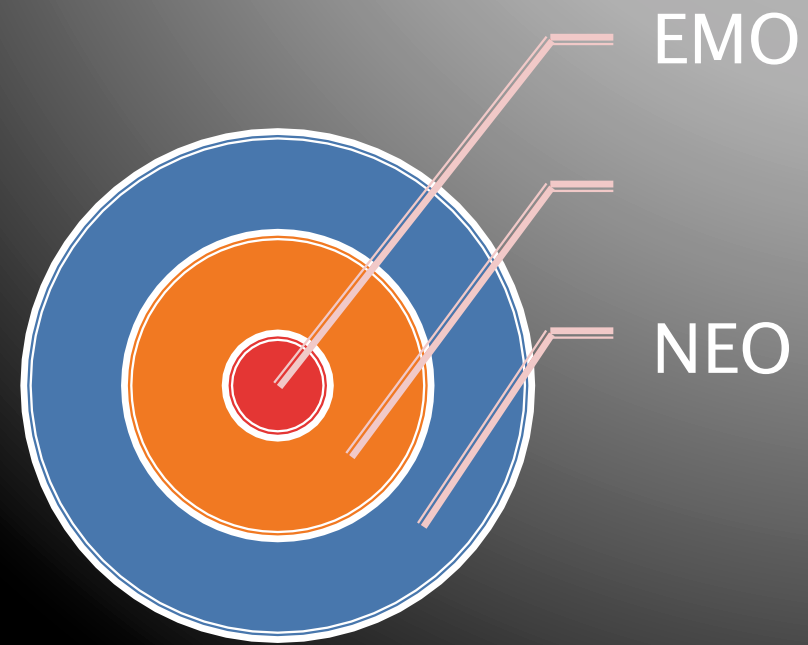
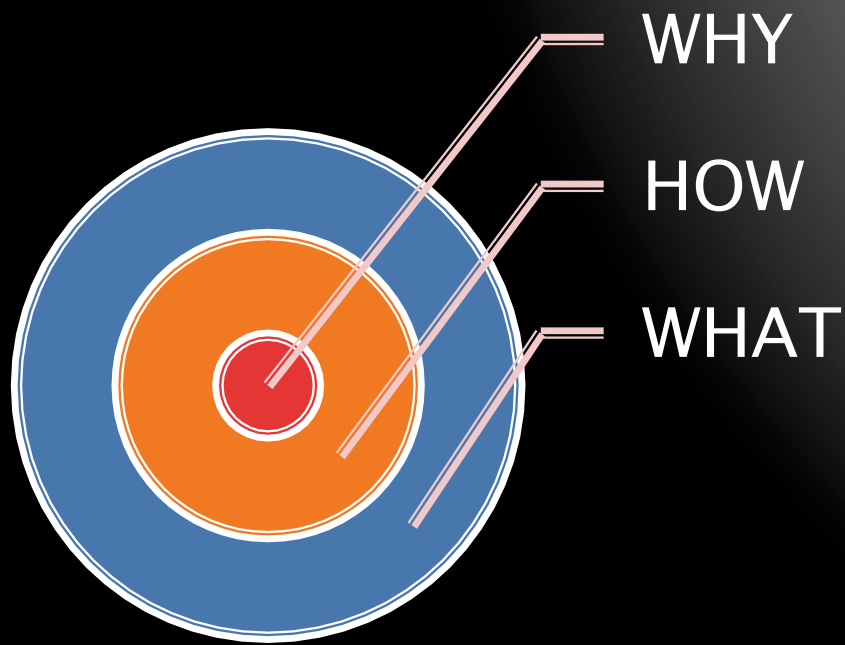


# Brain Science

- A. Old Brain, aka **Reptilian** brain
  - Can I eat it?
  - Can I have sex with it?
  - Will it kill me?
- B. Mid Brain: **Amygdala**
  - Processes emotions
  - Decision making
- C. New Brain, aka **Neo Cortex**
  - Conscious reasoning, logic

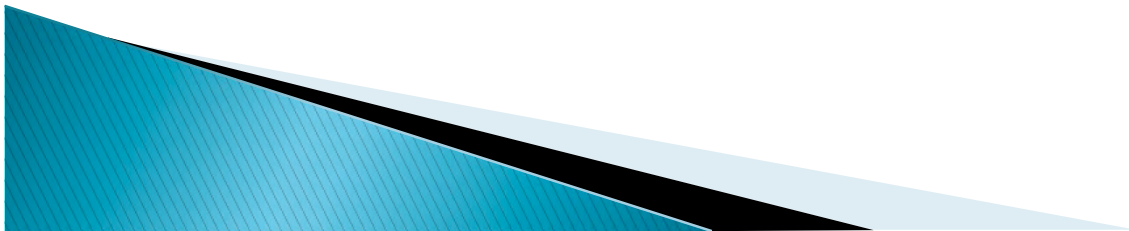


It's Not Opinion, it's *Biology!*



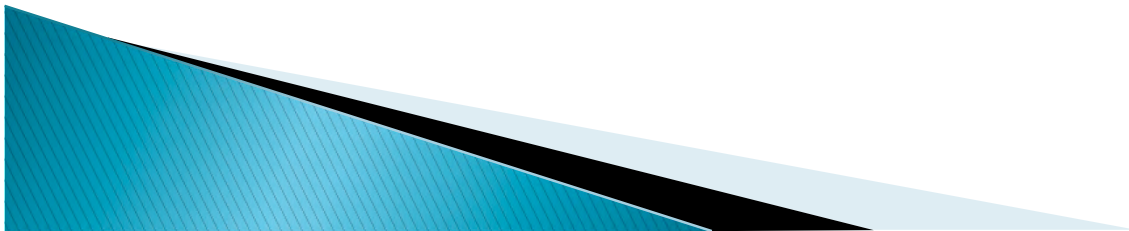
# Brain Game

- ▶ Blue shoes
- ▶ Red dress
- ▶ Pencils
- ▶ Pens
- ▶ Fast cars
- ▶ Old man
- ▶ Chocolate Cherry Wine
- ▶ Dirt bike
- ▶ Italian sandwich



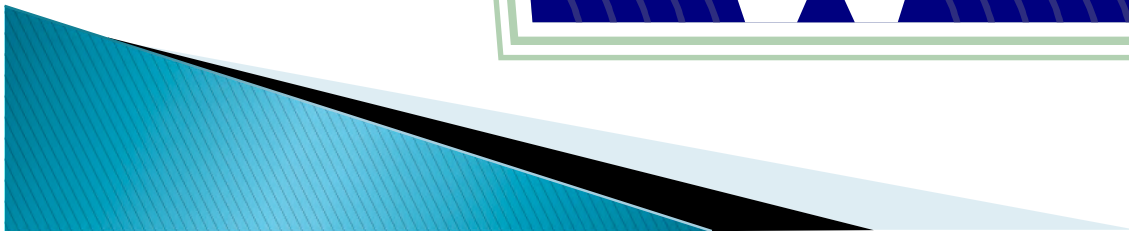
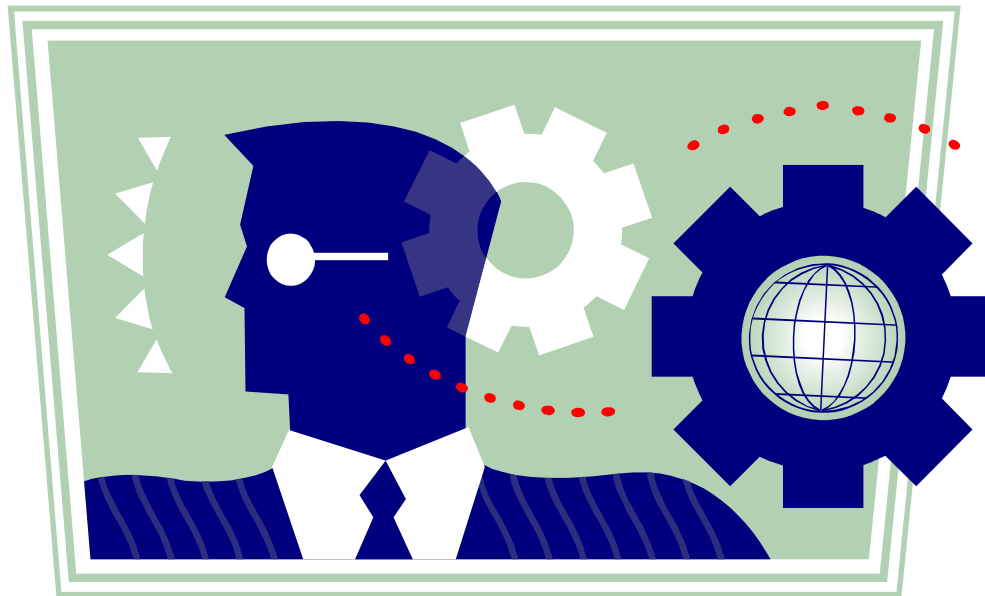
# Brain Science Facts

We filter information  
that conflicts  
with our thinking.



# Brain Science Facts

We all have mental models.





# Instead of...

- ▶ Mast Metals Corp. has advanced our spine fusion line to include products needed for cervical, thoracic and lumbar problems.
- ▶ Last year, we sold our product in 28 countries and assisted in 138,492 surgeries.
- ▶ We are seeing improvements in pain reduction, spinal straightening and height.
- ▶ In 2015, we plan to expand our foothold by 56%.



Consider This *First*...



# HOW DOES THIS HAPPEN???

SEE &  
HEAR

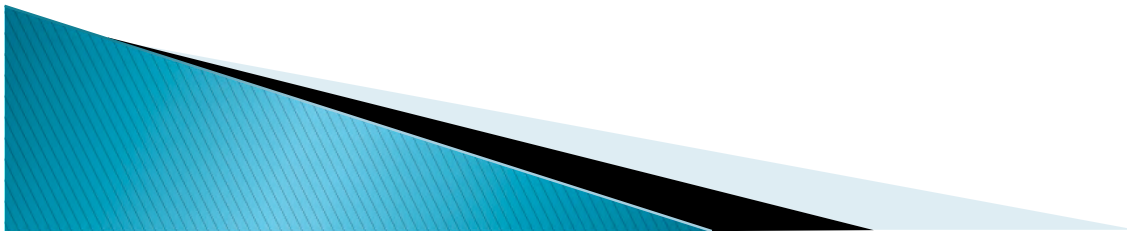
TELL A  
STORY

FEEL

ACT

# Brain Science Facts

Our working memory  
is tied to our ability  
to focus our attention.



# Brain Science Facts

We all have...

- ▶ Different attention spans.
- ▶ Processing speeds.
- ▶ Ability to organize thought.
- ▶ Different levels of understanding of the material.



# DID YOU KNOW???

- ▶ Our listening efficiency is **ONLY 11–18%**
- ▶ The average person speaks **125 words/min.**
- ▶ We listen at approx. **300 words/min.**



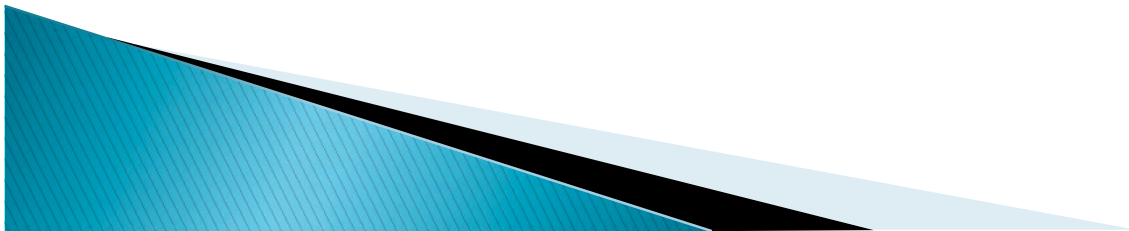
WHAT DOES THAT MEAN???

# REMEMBER...

**Make Sure You Are Finished Speaking**

**Before**

**Your Participants Are Finished Listening.**



# Brain Science Facts

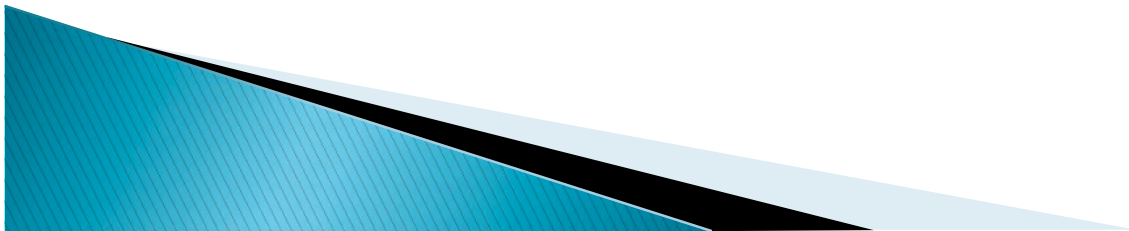
Our brain naturally wants to categorize things.





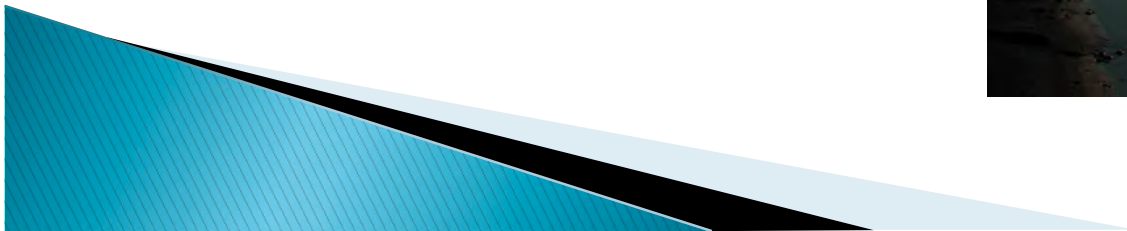
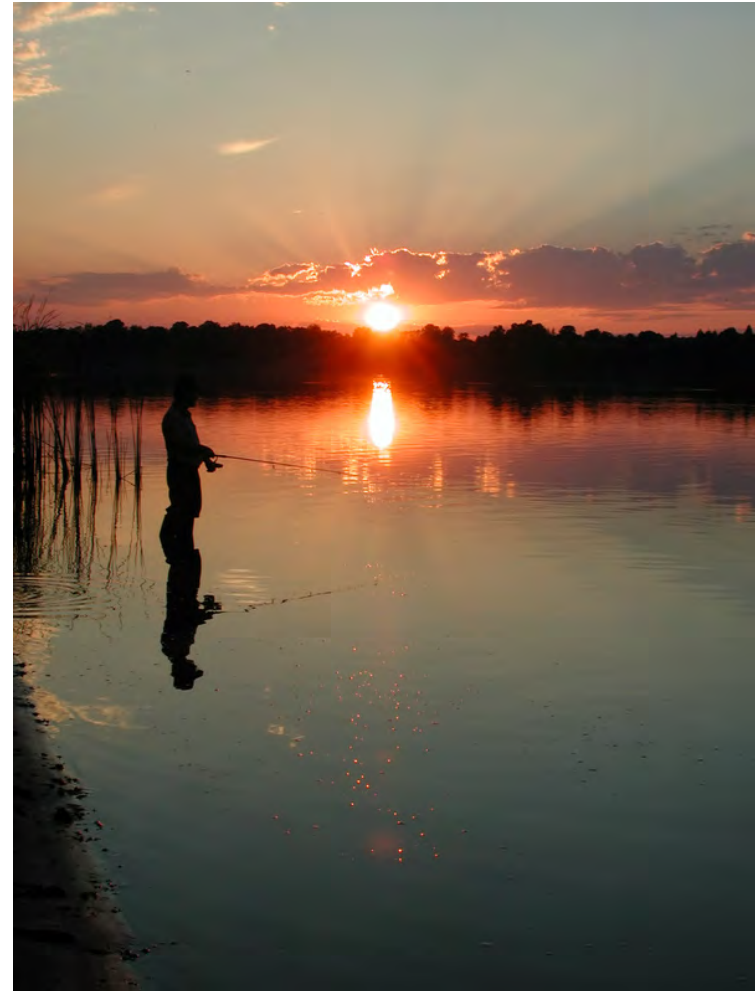
# How to Categorize

- ▶ Bullet Points
- ▶ Columns, charts, graphs
- ▶ Organize 'like-concepts' together
- ▶ Create space
- ▶ Use pictures, colors, shapes



# Brain Science Facts

People learn best  
when  
in a *FLOW STATE*.



# Brain Science Facts

We need predictability

**BUT**

we also like surprises.



# Fun Ways to *Surprise*

- ▶ FACT or FICTION / DID YOU KNOW???
- ▶ Situational Experiences
- ▶ Build in FUN! HUMOR! “Top 10” List
- ▶ Play music
- ▶ Plan the unexpected 1 minute break



# East Meets West



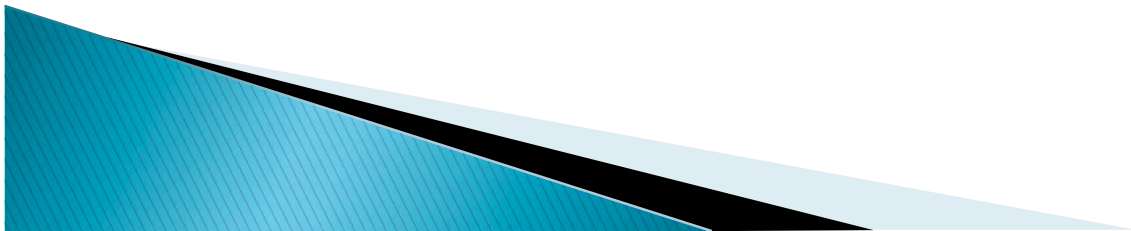
# Generational & Cultural Nuances

Each generation and culture has nuances and experiences related to training and learning.

Why is this important to know ?

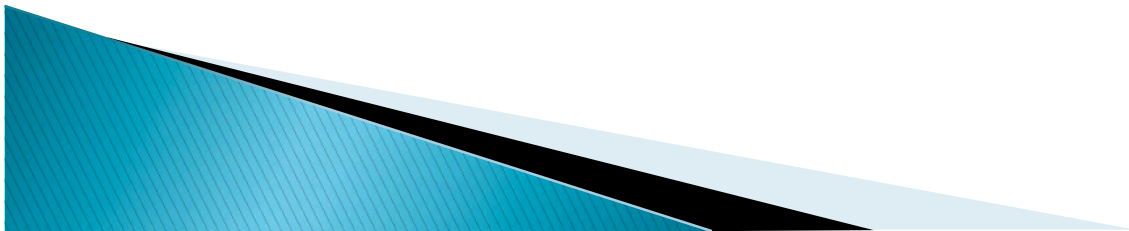


**YOU'RE ON!**



# Craft Your Training

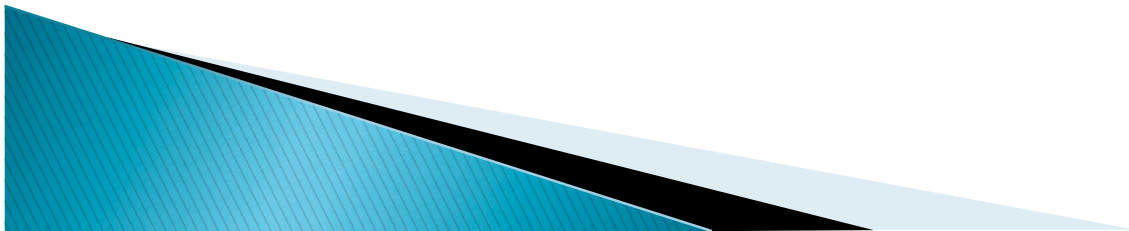
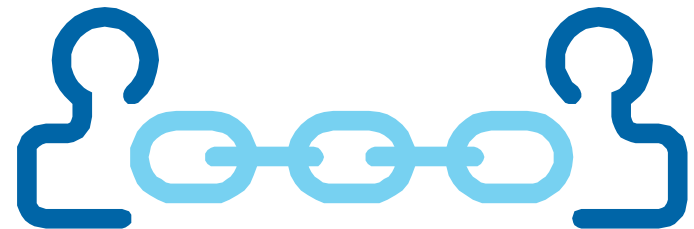
- **Step 1: Do Your Research**
- **Step 2: Create Your Content**
- **Step 3: Design Your Presentation**
- **Step 4: Practice**
- **Step 5: Perform, Refine, Repeat**





# *Remember To...*

- ▶ Pay attention to your tone, pitch & body language.
- ▶ Ask questions from a curiosity perspective.
- ▶ Engage all learning styles: Visual, Auditory, Kinesthetic.
- ▶ Give them some control.
- ▶ Keep them busy.



# Your Tools

Quotes / Statements / Surprises

*Movement*

Good Facilitation

Facts / Figures

*Small & Large group activities / exercises*

Videos

YOU!

Self Reflection

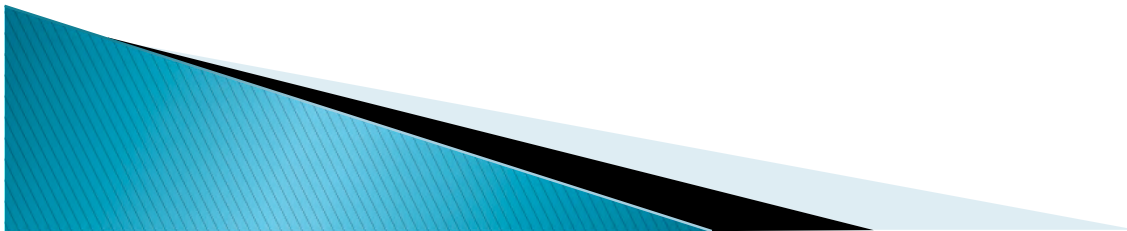
Research

PRACTICE!



# Your Ticket Out

What is one thing you learned,  
were surprised by,  
OR realized  
from this training?



# Louis Thun, Industrialist

We are Heirs to an exceptional past

Custodians of a challenging present and

Architects of a limitless future.



*What will you build?*

# For More Information, Contact



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[www.sparkss.com](http://www.sparkss.com)



Workplace Culture, Employee & Leadership  
Development and Personal Growth.