

**BUSINESS
RESULTS
THROUGH
PEOPLE...**

*Strengthening the
relationship
between your
company's business
objectives, you
and your training
function.*

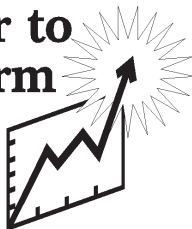
**The Bob
PIKE
GROUP**

Your Performance
Solutions Partner

**Unlock the
Power to
Learn**



**Unlock the
Power to
Perform**



Session W306

High-Impact Interactive Webinars: Seven Strategies for Involving Your Audience for Results

Learning Objective:

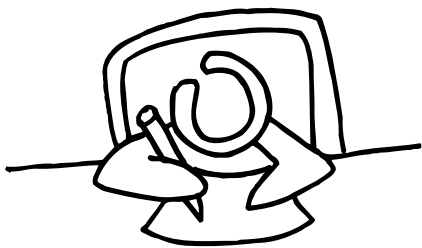
- Create an action plan for using at least two of the seven key strategies in your next webinar

Developed and Presented by:
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Chairman/CEO

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Notes • Notes • Notes



Bob Pike, CSP, CPAE – Speakers Hall of Fame



Bob attended the U.S. Naval Academy and is a graduate of Moody Bible Institute. After serving as a pastor for three years he began his career in the training and performance improvement field. Beginning as a representative for Master Education Industries, he received nine promotions in three and one half years, to Senior Vice President. His responsibilities included developing an intensive three-week Master Training Academy covering all phases of sales training, management development, communications, motivation/platform skills and business operations. During his seven years as Vice President of Personal Dynamics, Inc., that company grew from less than 4,000 enrollments per year to more than 80,000. He pioneered undergraduate and graduate credit on a national basis.

As founder and Chairman of The Bob Pike Group and Creative Training Techniques Press, Bob leads sessions over 150 days per year on a variety of topics. More than 100,000 trainers on five continents have attended the Creative Training Techniques™ workshop. As a consultant, Bob has worked with such organizations as the Salvation Army, the Association of Baptists for World Evangelism (ABWE), World Vision, Pfizer, Exhibitor Magazine, Hallmark Cards and IBM. A member of the American Society for Training and Development (ASTD) since 1972, Bob has been active in many capacities including three National Conference Design Committees, Director of Special Interest Groups, and member of the National Board of Directors. He has also served on the Board of Directors for the National Speakers Association and the International Alliance of Learning.

In 2002 he joined the National Board of Lead Like Jesus. Since 2005 he has served as Chairman of the Executive Board for that organization. He served as chief designer for the Leadership Encounter with Jesus Seminar/Retreat and is master trainer for the Encounter certification program.

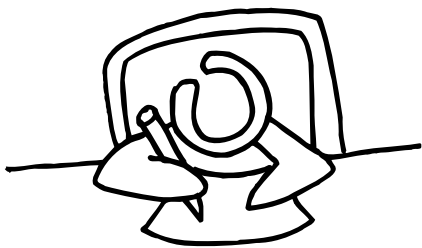
In 2003 the more than 80,000 subscribers of *Training Magazine* voted The Bob Pike Group the best “Train-the-Trainer” company in the industry. In 2007 Bob received the Instructional Systems Association’s “Thought Leader” award for his outstanding contributions to the field.

An outstanding speaker, Bob has presented at regional and national ASTD and TRAINING Conferences to standing room only groups of over 2,000. In 1991 Bob earned the professional designation of Certified Speaking Professional (CSP) from the National Speakers Association (NSA). Less than 9% of the more than 3,800 members of the NSA have earned the CSP. In 1999 he inducted into the CPAE (Council of Peers Award of Excellence) Speakers Hall of Fame. Since 1980, he has been listed in the Who’s Who in the Midwest and in the current edition of Who’s Who in Finance and Industry.

Over the years, Bob has contributed to magazines like *TRAINING*, *The Personnel Administrator* and *The Self Development Journal*. He is the founder and editor of the *Creative Training Techniques Newsletter*, the mostly widely read newsletter in the industry.

He is author of the popular *Creative Training Techniques Handbook*, Third Edition which, with over 200,000 copies sold is now the best selling train-the-trainer book ever published; He is co-author of *One-on-One Training*, *Dealing with Difficult Participants*, *50 Creative Training Openers*, *50 Creative Training Closers*, along with more than ten other books and a dozen videos.

Notes • Notes • Notes



17 Ways to Make Webinars Come Alive!

1. 8 Dynamite Ways to Energize Audiences
2. 2 Powerful Q & A Strategies
3. 3 Tests for a Powerful Opening (with 3 examples)
4. 3 Tests for a Powerful Closing (with 3 examples)
5. The Power of Group Dynamics
6. Group Management Techniques (at least 5 will be modeled)
7. Choosing and Using Group Leaders

B/W

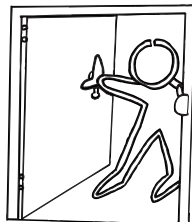


10 Deadly Sins of Webinars

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

3 Tests of an Opener

1. _____
2. _____
3. _____



3 Tests of a Closer

1. _____
2. _____
3. _____

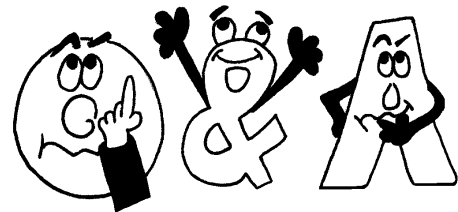


Q & A

The Purpose of Questions

The Timing of Questions

Maintaining Control



Two Powerful Q & A

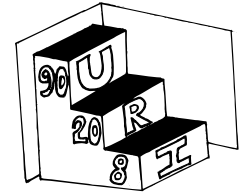
Asking
and
Answering



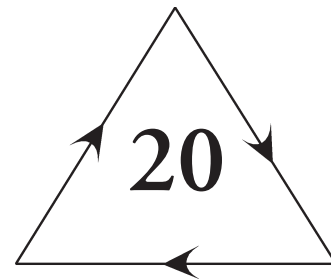
Design Model

90/20/8

U R I



C _____



P _____

R _____

Seven Concepts of Memory

X		X

Action Ideas

What are your top five so far

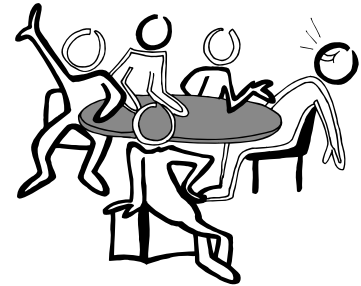
1. _____
2. _____
3. _____
4. _____
5. _____



Group Dynamics

Group Size

Ideal is _____



Group Leaders

Rotate Leadership

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____



8 Dynamite Motivators

1. Outline an incident.
2. Ask for a _____.
3. Ask a question.
4. Make a _____.
5. Get them laughing.
6. Make _____ statement.
7. Use an unusual _____.
8. Use a visual aid or prop.



Four Facts

Appendix

Part I On this sheet please list four facts about yourself. Three of them should be true. One of them should be false.

1. _____
2. _____
3. _____
4. _____

Part II Now as a group, do the following steps, in order, one at a time.

1. List below the name of each person in your group (other than yourself).
2. Each person reads their four statements aloud.
3. As each person reads the four statements, list next to his or her name the number of the statement you think is false about them and why.
4. Once each person has completed sharing the statements, take one person at a time and have each of the remaining people tell which statement is false and why. Then the person who shared the four statements originally can reveal which one was really false.
5. Do this for each of the people in your group.

1. Name _____ Statement number _____ is false because
_____.

2. Name _____ Statement number _____ is false because
_____.

3. Name _____ Statement number _____ is false because
_____.

4. Name _____ Statement number _____ is false because
_____.

5. Name _____ Statement number _____ is false because
_____.

6. Name _____ Statement number _____ is false because
_____.

Commonalities & Uniquenesses

Three Commonalities

1. _____
2. _____
3. _____

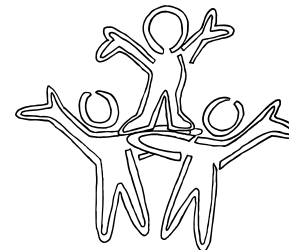
Three Uniquenesses

1. _____
2. _____
3. _____

Team Name

Alphabet Search

Appendix



Source: Southwestern Bell Telephone, Atlanta, GA CTT

Objective(s): Team builder, Afternoon energizer,
Wholesome competition exercise.

Category: Team Builder

Audience: Any

Group Size: Fifteen or more, Teams of five—three or more teams

Time: Fifteen minutes

Equipment: Either one shopping bag or one ice cream bucket per team

Process: Each team is to fill the sack or bucket with objects from individual's pockets, purses, briefcases, etc. One object for each letter of the alphabet: "C" might be credit card, "J" might be jewelry, "L" might be lipstick, "P" might be prescription, etc.

One team member is to be the recorder and list each item as it is put in the container. This is a timed exercise; no team begins until the trainer says go.

The first team to complete the body search, and come up with the 26 items "wins." All other teams continue, however, as the trainer and the recorder check each letter of the alphabet against an item in the sack/bucket. When a winner is established, the teams are told to leave all items as they are. Prizes are given to the winning teams (candy, usually).

The containers are emptied with each person keeping his/her contributions in a pile at his/her place.

Discussion: Are you amazed at what people carry? The diversity? Could the sack/bucket have been filled without the contribution of each team member? Value of teams? Contribution of recorder?

Variation: If the trainer has had the recorder write the letters of the alphabet vertically down a sheet of paper, then the "process" is not up for discussion. If the trainer has not given "process," but just said "Keep track of what you put in the sack and match it to an alphabet letter," then the teams can also discuss how they arrived at their process.

50 Ways to Choose Your Leaders

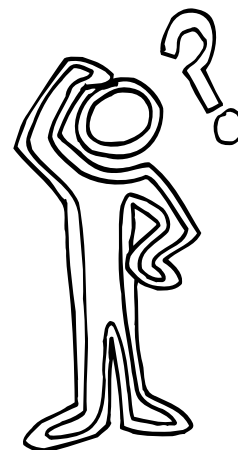
Choosing volunteers and group leaders during training sessions—especially in longer programs where this task is done again and again—can become tedious. David Chobar took a cue from the song “Fifty Ways to Leave Your Lover” to create his list of “Fifty Ways to Choose Your Leaders.” Choose the person:

1. With the newest shoes.
2. With the oldest child still at home.
3. With the most pets living in the house (including fish).
4. With the largest shoe size.
5. With the closest birthday.
6. With the most job seniority.
7. With the least job seniority.
8. With the newest American car.
9. With the oldest foreign car.
10. With the oldest truck.
11. With the longest commute to work.
12. With the shortest commute to work.
13. With the most brothers and sisters.
14. Who recently saw a movie.
15. Who has not flown on an airplane for the longest time (if ever).
16. Who has been married the longest.
17. Who has been married the least amount of time.
18. Who is the oldest at the table.
19. Who is the youngest at the table.
20. Who has the least change.
21. Who has the most change.
22. Who graduated with the smallest high school class.
23. Who graduated with the largest high school class.
24. Who graduated from high school the earliest.
25. Who has visited the most states and/or provinces.
26. Whose parents live farthest away.
27. Whose parents live closest.
28. Whose full name has the most letters.
29. Who has the shortest middle name.
30. Who is tallest.
31. Who is shortest.
32. With the most of a certain color of clothing.
33. With the smallest car.
34. With the most children (tie breaker: youngest/oldest)
35. Who others agree has the most unique hobby.
36. Who has the most unique eye color, relative to the group.
37. Who has changed residences most recently.
38. Who has lived in their current home the longest.
39. Who has watched the least TV in the past week.
40. Who is reading the most books at once.
41. Who has the darkest colored pet.
42. Who has lived in the most homes since birth.
43. With the youngest child.
44. Who has broken the most bones.
45. Who has owned the most cars.
46. With the fewest traffic/parking tickets.
47. With the longest hair.
48. With the most jewelry.
49. Who exercises the most.
50. Who dislikes vegetable the most.

Asking Questions

Questions are marvelous tools for stimulating, drawing out and guiding two person communication.

1. Plan ahead
2. Two kinds: To get information and to get opinions.
3. Relate to background.
4. Go from general to specific.
5. Keep short and clear.
6. Confine to one thing at a time.
7. Make transitions with questions whenever possible.
8. Avoid “yes” or “no” answer implied, etc.
9. In discussion speak to the group first and then individuals.
10. Don't interrupt — Let other person talk!



How to Answer Questions Effectively

- Listen for both the content (what is asked) and the intent (what is meant) of the question.
- Repeat the question.
- Ask for clarification.
- Answer the question.
- Verify
- Avoid:
 - Showing your negative feelings.
 - Being unresponsive.
 - Diverting the question.
 - Treating two questions as one.
 - Going off on a tangent.

Before Your Next Webinar Ask Yourself these Questions...

1. Have I chunked my content using the 90/20/8 Rule?
2. Do I have an opening that will break preoccupation?
3. Do I have a closing that includes action planning?
4. Do I have a plan for revisiting key content multiple times within the session?
5. Have I applied the seven concepts of memory to the three key learning points?