THERE'S A PRICE FOR BORING

Creative Training Approaches That Engage and Drive Outcomes

ROBERT X. FOGARTY
Founder, Dear World

MICHELLE NOLIN, CPLP
Lead Learning Strategist,
DEVLINHAIR Productions

PASCHAL BRENNAN
VP Business Development,
DEVLINHAIR Productions

THINK DIFFERENTLY

WHY ARE WE HERE?

Learners, the company, and the healthcare community we serve pay a price for boring training

BORING SUCKS

How NOT To Suck

THE WHY

THE WHAT

10 CREATIVE, WOW, NEVER-DONE-THAT IDEAS

YOU CAN USE TO DRIVE KSAs AT YOUR NEXT LIVE TRAINING MEETING

10 Write your own _____.

9 STOP thinking _____.
START thinking _____.
Harness the power of your _____.

8 Got an _____?
Blow it up _____.

7 GO _____.

6 Rethink the _____.

5 C_____s_____.

4 Practice EXTREME _____.

3 Handle your _____.

2 Make it _____.

1 In _____.

THE HOW

AND OFF WE GO

You are less than 90 minutes away from AWESOME live training.

- Robert's Story
- Creative Training Approaches
- Dear World Photo Shoot Activity

WE AREN'T CHANGING THE WORLD, BUT WE TAKE PICTURES OF WHO ARE

Robert's project started in 2009, when people across New Orleans wrote their "love notes to the city."

He asks people to share one meaningful message with family, friends and strangers.

Dear World is part business/art project/social experiment.

He explore stories of hope. Stories of struggle. Stories of a brighter day.

THE SCIENCE

Creative Training Approaches

CREATIVE IDEA
10
WRITE YOUR OWN
ROLE PLAY

STOP
THINKING CUSTOM
START
THINKING NATIVE
Harness the Power
of Your Device
9
CREATIVE IDEA

CREATIVE IDEA
8
GOT AN AGENDA?
BLOW IT UP!

7

CREATIVE IDEA

GO SOCIAL

CREATIVE IDEA
6
RETHINK
THE PRIZE

CREATIVE IDEA

CROWDSOURCE

5

PRACTICE
EXTREME
RELEVANCE
4
CREATIVE IDEA

CREATIVE IDEA

3 HANDLE YOUR SMEs

MAKE IT PERSONAL

2

CREATIVE IDEA

INSPIRE

1

CREATIVE IDEA

CREATIVE TRAINING APPROACH
NAME:
E-MAIL:
MESSAGE:
THURSDAY
August
5

THANK YOU