



NB This is no way an exhaustive list! Happy to chat if you need a specific solution

10 Fundamentals for an Effective Training Workshop

The non-negotiables - get these right and you'll have a solid foundation.

1. Clear Objectives – Know the exact skills, mindset shift, or knowledge participants should leave with and what outcomes the ‘commissioner’ is hoping for.
2. Audience Insight – Understand their roles, challenges, motivations, and what’s in it for them.
3. Practical Relevance – Make sure every element ties back to real-world application and help them consider ways to integrate them.
4. Structured Flow – A logical arc: warm-up, core learning, practice, reflection, action.
5. Engaging & Interactive Delivery – Mix styles (talk, activity, discussion, media) and weave in participation (questions, group work, polls, scenarios, practice) to keep attention and involvement high.
6. Psychological Safety – Create a space where participants feel comfortable sharing, trying, failing, asking the ‘daft’ questions. Consider neuro-differences and individual preferences – eg speaking in front of whole room, quiet reflection, maintaining attention for participants who struggle to focus for long periods.
7. Managing the Room – Balance contributions so no one dominates, draw quieter voices in, and spot signs of confusion or distress so everyone feels included and supported.
8. Time Management – Balanced pacing with breaks, energy shifts, enough time for connection and reflection. And keep to time or end slightly under.
9. Resources & Follow-up – Handouts, digital notes, or action plans for ongoing reference. Let them know at the start if they need to take notes or not.
10. Evaluation & Feedback – Mechanisms to measure effectiveness and capture insights for next time.



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10 Ways to Go Beyond for Engagement, Uniqueness, Memorability & Impact

These take the workshop from *good* to *unforgettable*.

1. **Personalisation** – Tailor examples, language, and scenarios to the group’s world. Welcome people into the room with a greeting, music, a pleasing environment. Set expectations for the session, timings, style etc so they trust you know what you’re doing. Use their examples throughout the session and use call-backs to their comments, ideas and jokes.
2. **Storytelling & Memorable Anchors** – Use real, emotional stories alongside simple, sticky metaphors, models, or visuals to make key points unforgettable. Plan the session like you would a keynote: Impactful start, stories with messages, end with a bang.
3. **Sensory Elements** – Props, visuals, sound, or even smells that create stronger memory hooks. If you use slides, make them big, impactful pictures, not lots of text (put that in the handouts). Have music as they come in to fill the space (non intrusive, set the mood).
4. **Humour & Surprise** – Inject lightness, unexpected twists, or playful moments that energise. Share something of yourself that is relevant and appropriate to build trust and interest. Be flexible, if the room needs a lift, shift your plan.
5. **Experiential Learning** – Simulations, role-reversals, or hands-on activities that create “aha!” moments.
6. **Energy Management** – Plan energisers, movement, and variation in delivery style. Use prizes for people who answer (or ask!) questions, make it fun.
7. **Emotional Arc** – Create highs (laughter, activity) and reflective lows (quiet, thoughtful moments).
8. **Call-Backs & Connecting the Dots** – Keep linking content to earlier points, stories, or examples, making the workshop feel cohesive, smooth, and memorable.
9. **Closing with Impact** – End by pulling it all together with a powerful phrase and a takeaway (pledge, reflection, ritual, or symbolic action).
10. **Legacy Creation** – Provide something tangible (card, object, digital reminder) that continues to trigger learning after the session.



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What NOT to do!

10 ways to lose your audience without even trying

Some of these are easy to fall into, unless you've done the previous 20 things.

1. Chalk and Talk – Talking non-stop, leaving zero space for participants to think, speak, or do anything. Easy to do when you think you have to tell them EVERYthing you know!
2. ‘That person’ – Letting the loudest participant answer every question while everyone else rolls their eyes and quietly plots their escape.
3. Oh, one more thing... – Running over so that coffee breaks, lunch, or even home-time vanish into a mysterious parallel universe. People will not be listening.
4. Death by Slide vs Party Clown – Filling every moment with endless bullet points, charts, or PowerPoints that are so data-rich that no one takes it in. Neither should you try and make it so entertaining/quirky that it distracts from what they are there for/makes you look deranged.
5. Ignoring the Room – Missing cues that someone’s lost, confused, or hugely annoyed and continuing blithely on. This will come back to bite you. Includes ‘doing what I always do, because they usually love it’ – maybe not this group, read the room.
6. No Hands Allowed – Forgetting interactive exercises, questions, or any way for participants to actually do something. They’ll get bored, disengage, learning won’t stick.
7. One-Size-Fits-All – Using examples or language that make the group wonder if you accidentally downloaded the ‘wrong audience pack.’ Worse still – using inappropriate/offensive language, or terminology that excludes those not in-the-know.
8. Spray & Pray – Dropping a huge number of concepts, stories, or points without linking back, or assigning value, leaving them with disconnected ideas and no clear takeaways.
9. Pin your ears back – Cramming in content like Build-A-Bear, then rushing to get it all in, leaving participants stuffed, overwhelmed, and unable to digest anything meaningful.
10. My Auntie Maud had a budgie - Stay flexible but don’t go so off-piste with random stories that they’re wondering if they’re in the wrong room, or if you’ve lost the plot.



Mapping out the session

Suggested flow for a one day workshop

- 9:30 Introductions
Delegates, trainer, the content, the day, outcomes
- 10:00 Energising, participative exercise to uncover the main issues around the subject
- 10:30 Information giving session
- 11:00 Break
- 11:15 Participative exercise to apply principles covered so far
- 12:30 LUNCH
- 1:30 Energising exercise for 5 or 10 mins (preferably related to the workshop)
- 1:40 Integrating learning into the 'real world' (case studies, good practice examples)
- 3:00 Break
- 3:15 Another participative exercise, bringing it all together
- 3:45 QnA, trouble-shooting
Action planning exercise with accountability
- 4:15 Summary and Feedback process
- 4:30 Close