

Megan Hills interviews

Marie Daniels

Training Manager,
health care company, NSW



How will your audience remember your message?

“This was my biggest challenge to date,” corporate training manager, Marie Daniels said. “It was from a while back, in a previous job, but I can remember it like it was yesterday.”

“I had been given the task of ensuring the company staff were all fully conversant with very dull but extremely important product information. So I decided to make a game of it – by turning the training room into a casino,” Marie laughed. “Everyone involved in the facilitation process was dressed up. Some of the managers were croupiers, others were croupier supervisors. And executive management wandered around like mafia bosses while casino-inspired music played in the background. Eight to ten players sat at each of the round, green felted casino tables. They played with ‘company currency’ – fake money emblazoned with the corporate logo.

“A card with a question on it would be dealt by the croupier. Different questions had different values: low, medium or high. If the team at the table got the question right, they won some ‘money’ and could take a card from a standard playing card deck. If their hand reached 21, the team won the chance to answer a bonus question. There was then an additional opportunity to gamble all of their money, if they answered the bonus question correctly!

“The question cards ensured a certain amount of repetition, so the information would stick in the minds of the participants. By the end, everyone left with the information they needed to know – and remember. The winning team walked away with individual gift vouchers. So, the objective was achieved and everyone had a lot of fun while learning.”

Marie’s top three training tips

1. Be informative

Make sure your information is relevant to your audience. Do your homework and ensure your messages are clear.

2. Be motivational

Use personal, emotive words. E.g. “This approach will bring you success”, focus on the outcomes with the ‘new information’. Inspire by using relevant quotes from famous, respected people.

3. Be entertaining

Tell relevant stories and jokes while using positive body language. Break up your words with entertaining quotes, fun props, and video clips. Try to get your audience physically involved.

What Marie Daniels says about Think Learn Succeed

“Eleanor is a very well-presented trainer who is great at getting people involved. Through constant evaluation she is always aware of how her training impacts groups to ensure course objectives are met. Eleanor always looks at new training techniques, ensuring her approach is fresh and relevant.”