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larry@larryrobbin.com

www.LarryRobbin.com

MANAGEMENT STRATEGY SUGGESTIONS **FOR IMPROVING THE WEBINAR LEARNING EXPERIENCE**

Thank you for sponsoring my webinars. Since I have done over 300 webinars for a wide range of organizations, I wanted to share with you some ideas I have developed that are designed to deepen the learning experience from the webinars. These are just suggestions, and they may not be applicable to every organization.

I want to encourage the people who supervised and manage the line staff to either attend the webinar or listen to the recording of the session. You need to know what was presented in order to help your staff incorporate the new ideas into their work. It can be very helpful to put a discussion about incorporating the webinar concepts into the work on the agenda of management meetings.

We want the webinar to change and improve the way people work. It may be difficult for some people to take the risk of trying new things. You need to encourage them to experiment with new ways of working in order to improve the outcomes of your work.

We don't want people to be passive learners about what is presented in the webinar. We want to find ways to help them embrace the new information and use it as much as possible. These are some ideas that will help to make that happen.

1. Make sure that everyone taking the webinar has a copy of the description of the webinar that I sent to you. This can help people get an understanding of what the webinar will cover, and it will help with attendance.
2. Based on the webinar description, before the webinar date have each attendee make a list of three things they are looking forward to learning from the webinar. If the webinar does not give them enough information about what they wanted to learn, encourage them to ask for more information by putting their request in chat function so it can be addressed when we do questions and answers at the end of the webinar.
3. You will be sending people the slides that I will use in the webinar. They should print them out two sided. Encourage them to follow along with the slides in front of them as I am presenting the material. This will deepen their learning experience. Also suggest that they should take notes on the slides about things they want to remember. These should be reviewed after the webinar to help them remember these points so they can put these into their work.
4. Ask people to read through the slides before the webinar. When they read the slides, ask them to put a check mark by anything that is new to them, things that may not be new but are presented in a different way that they want to remember, and they can put a question mark by things they have questions about.

They want to pay special attention to what I am saying as I am presenting about the things they checked that were new to them and things that were presented in a different way than they had been doing. The things they have questions about should be put into the chat function if my presentation does not fully address their questions.

5. After the webinar either in a staff meeting or in a one on one session, ask people to identify the three or more most important new things that they learned in the webinar. Let them know you will be asking about that before you meet with them, so they have some time to think about it. You may also want to think about what are the three most important things that you would like staff to take away from the webinar.

Ask them how they plan on integrating these things into their work. What do they anticipate will change once they start using the new things from the webinar? Do they anticipate any challenges in using new concepts? What kind of help would they like from you to make sure they are successful in making these new ideas part of the way that they work?

Are there any of the new concepts presented in the webinar that they think will not work? Engage staff in a conversation about their assessment of things that will not work. It could be that the idea will not work for your program or their job function or it may be that they find it difficult to go out of their comfort zone to try a new way of working. This is an opportunity to talk about the need to try new ways of working to get better outcomes.

Absorbing the webinar information should be thought of as a learning curve. If staff quickly decide things will not work without trying them they may be missing an opportunity to improve their work. Remember that all of the ideas presented in the webinar have been field tested. While they may not work for everyone and every program, only the ideas that had widespread success go into the webinar. Also remember some ideas in the webinar will work if staff find a way to customize the concept to make it work.

6. As you continue to meet with people either one on one or in staff meetings, make reviewing the webinar strategies an ongoing process with them. It is easy for people to forget what they learned in the webinar especially if they are not implementing it. You need to keep

the webinar information at the front of their thinking to reinforce trying new ways of working. If staff bring up a challenging situation they are encountering in their work, see if that can be addressed by using some of the strategies in the webinar.

7. One of the most powerful ways to help people learn how to put the webinar concepts to work is through the use of peer to peer learning. We will do some of that in the breakout room and you can do more of it after the webinar.

If someone or several people from your staff are doing a great job implementing the webinar strategies, ask them to do an in-service training to help other people get a better understanding of how to use the strategy. If a number of your staff are struggling to make a concept work, you may want to facilitate a group problem solving session where people can work collectively to find ways to put the webinar information into their work.

8. As you are doing employee reviews for raises and promotions, incorporate an assessment of how well people are doing in learning from the webinars and putting the ideas into action. This will help you develop a learning culture where people are encouraged to try the new things presented in the webinar and other training opportunities.

Please let me know if you think of any other ways to deepen the learning experience from the webinars. I would really appreciate you sharing that with me so I can pass it on to others.

Thanks so much for using my webinar services and I look forward to training for you again soon.

Sincerely,
Larry Robbin