



learning
solutions

Custom Learning Solution for U.S. Home Builder



CLIENT
U.S. Home Building
Company

INDUSTRY
Home Building
& Real Estate

SKILLS PROVIDED
Training Development
and Delivery, Training
Needs Analysis,
Instructor-Led Training,
Train-the-Trainer

An American home building and real estate company needed to enhance the presentation and facilitation skills of their employees through a custom learning solution.

THE CHALLENGE

The client needed a more systematic approach to providing training while enhancing the future development of their business analysts and salespeople.

The client's business analysts developed internal training programs but lacked the appropriate skills needed to facilitate the training effectively. The client, fully dependent on its business analysts to deliver the training, discovered that they were not enabling salespeople to develop the skills they needed to effectively perform their revenue-producing jobs.

The company needed to revise their training delivery if they wanted to support short-term and long-term growth. The client turned to Judge Learning Solutions (JLS) to evaluate the current delivery approach, suggest solutions for improvement, and develop an instructor-led train-the-trainer program on basic presentation and facilitation skills for their business analysts.



THE SOLUTION

Judge Learning Solutions worked with the client to determine the facilitation skills needed to properly train salespeople within the company.

Before Judge Learning could develop an improved training program, they needed to fully understand the current structure and delivery of a typical course. Judge also needed to understand the current skillset and behaviors of the business analysts, and how the client wanted those to change. Some of the business analysts were seasoned presenters but had trouble engaging their learners and were often unaware of their shortcomings; other business analysts were new and lacked basic presentation skills, such as facing the audience, making eye contact, and using effective body language.

A JLS Instructional Designer (ID) worked closely with key stakeholders to identify the business objectives, target audience characteristics, learning goals, and course delivery parameters. With those in mind, the ID then analyzed the program to determine how to improve the effectiveness of the company's training delivery overall.

After establishing a solid rapport with the client to understand their business goals and performance priorities, JLS designed, developed, and then facilitated a 2-day train-the-trainer course to address the business analysts' presentation and facilitation skills deficiencies. The course was designed to be repeatable and adaptable so that it could be used to train business analysts across the organization.

THE RESULT

Judge designed a highly-interactive and experiential training course to develop the presentation and facilitation skills of the Business Analysts.

JLS delivered a custom, highly interactive, training course for the client. The 2-day, hands-on workshop included a variety of tools for developing presentation and facilitation skills. During this workshop, participants were educated on fundamental training skills, including how to:

- Establish a positive atmosphere at the beginning of a session.
- Obtain immediate participation.
- Facilitate a group through a task.
- Deal with objections and distractions.
- Effectively conclude a training session.

At the beginning of Day 1, learners were asked to informally record themselves, to establish a baseline for areas of improvement. The recordings allowed seasoned presenters to further advance their speaking style, while giving less experienced presenters the opportunity to practice, take notes, and review themselves more effectively.

For each learning objective, the instructor introduced relevant tools & strategies and modeled the desired behaviors for each outcome. Learners then used real-world case studies to practice using the tools as they completed each module. At the end of the day, learners reviewed and critiqued their baseline recording. Each learner was then assigned a module to teach-back the next day, using their new presentation and facilitation skills. Day 2 was dedicated to those teach-back activities, providing constructive feedback, and reviewing strategies for continued improvement.

The custom-built course materials included a robust facilitator guide, participant guides, and a PowerPoint deck with embedded video for emphasis. JLS also introduced two new job aids:

- Presenter Evaluation Tool: A form to provide constructive feedback to a presenter.
- Facilitation Checklist: A form to plan and facilitate a training session.

The end result was a product that not only met the current needs of the client, but also established a higher training standard and provided a template for developing future training programs.



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more about the
learning solutions
Judge offers?**

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