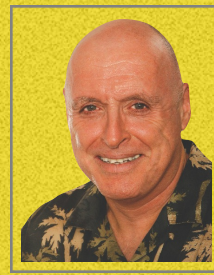


THE EXTRA POINT

BY JERRY ROBERTS



1780 How to Increase Your Return After a Conference or Training

One of the most challenging tasks for any HR manager is to see that the people they send to training courses or conferences actually start to use what they learned. It's not automatic for most, and I'm about to tell you why. From a dollars and sense perspective, what we discuss today might be one of the most important commentaries I've ever given. I'm Jerry Roberts, and that's up next on The Extra Point.

Before we get into getting real value from the training and conferences you send people to, you can download the transcript for this episode at guamtraining.com. When you get there, click on the "XP" at the top of the menu bar, and look for #1780.

Conferences and workshops can be incredibly energizing experiences, providing a jolt of motivation and inspiration. I work hard to make mine so, and to deliver attendees to a mental place where they are ready to take action.

However, that initial rush of excitement can quickly diminish once you return to your daily routine, and the motivation drops.

Andrew Hogue, co-CEO of the nervous system wellness app Neurofit, gave the reasons. He said: "Inspirational environments trigger a dopamine response that temporarily alters our baseline state, creating what neuroscientists call a peak state."

This heightened feeling of motivation is short-lived; as you return to your normal life, your nervous system tends to revert to its usual state. You get sucked back into the day-to-day grind, and the plans you had made to ramp up your game can easily fade away.

The HR manager checks in to see how you're progressing and you begin to give excuses for why there hasn't been any progress. "Oh yeah, it was a great training. I learned so much. Now where is the binder and the handouts? I'm sure I put them where I could access them quickly"

Is this everybody? Of course not. A lot of people

jump right into their plan, don't get sidetracked, do better for themselves and their employer. How do we make that experience the more frequent outcome?

Let me say that I am building a course for just this situation. It will train managers in the art and science of getting the most out of any learning opportunity.

It should be available this year. I can't give you everything in a minute or two, but let's go over some ground that will help.

1. Every worker needs an action plan coming out of the training or conference. It should be an absolute requirement of their attendance.

Anyone who does not put together an action plan should go to the bottom of the list for any future opportunities. C'mon, either people are going to play ball with you or they're not.

If they have no experience in doing any of this, then teach them. It's not rocket science.

What do you need to construct an action plan? Notes. You need to make notes on what you think is important. Here's two things to always remember: Writing notes is the action part of thinking. Not recording on your phone, writing. The second thing is that our memory is a poor substitute for taking notes.

I see people from the same company attend my workshops, where one person has pages and pages of notes, with stars put next to the keys ideas they want to revisit. The person next to them...little or nothing written down. In most cases, their attendance was a waste of time and money.

2. The attendee who does take notes should revisit the course and the notes within 24 hours, and again the next week. This sends what they learned deeper.

(Con't.)

3. Check up on them to see how they're doing with the plan, and be prepared to ask questions. Once the worker knows you'll be monitoring the situation, the chances of them complying with your request goes way up.

There's much more to this topic and, as mentioned, it should be available relatively soon in the form of a course for your managers.

Imagine, getting a better return on your investment when you send people to trainings and conferences.

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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