

Overview:

If meetings and training are about people and their ability to understand and do the job, then any non-helpful element can be harmful to the communication and training processes. . .and to teamwork!

Ability to do the job is only half of teamwork's job; *willingness to do job to the best of one's ability* is the other half. Teammates want both, not exhortations!

In the last century, before expensive-sounding titles were given, these twin needs were known as *Can do* and *Will do*. They still work. Cost free, with effort.

Despite wondrous new technology, nothing much has changed. Scientists, brain scans now prove: the human brain hasn't changed much in 10,000 years.

So put your time and money into making your company needs and wants *clear, fair, and do-able* . . . from the employees' perspective, not yours alone.

Only you know your needs—no one can sell you that information. Therefore, both meetings and training can be do-it-yourself operations; learn!

Once you are sure of your message (plus its practical aspects, if training), then use media to the extent that it can help you to achieve your objectives. But demonstrate the need for media, *first*.

Do not buy expensive equipment and then bend every future meeting to fit. "The message is the message": Cavalier message since his 1973 book, *Achieving Objectives in Meetings* (created phrase).

Different message needs and practice routines will ultimately require various types of media and other equipment. Limited budget? Buy the most-useful.

Take charge of your messages. Every time!

Credence: www.meetingsCavalier.com. Click 'Business Writing,' side.button; then 'Titles.' Also, see 'Recognition' base buttons and 'Resume.'

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Orders: www.meetingsCavalier.com: 'BizWriting' & 'Titles.' Also, Barnes & Noble; Amazon.

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TO:

**Wasting time in meetings?
Disappointed with employee performance after training?
Spending too much budget on wonderful sales-claims, not results?**

There's a cure. . .

...Education! Basic instructions to staff and line managers can assure your company that managerial instructions to employees will deliver the needed understandings and skills that enable employee performance to (reasonable) targets in all meetings and training sessions.

Sales Meetings that Work (or SMTW)

If your meetings and training budgets are less than our national debt, ***you're lucky!***

Now you can't buy wondrous equipment that might not help your programs and message and might hurt. Brain scans confirm both original information and observations from our earlier empirical experience.

'Wonderful technology' is good or bad depending on its specific application to your program, not to the given category, such as 'sales meetings' or 'training.'

The culprit is *distraction*, including these faults:

- razzle-dazzle for its own impact, not message enhancement. Hollywood? Don't compete—you can't afford it even if it worked;
- printed words that merely repeat spoken words (left brain) without conceptualizing (right brain);
- unwanted noises or movement at any time;
- busyness: keep all elements simple and focused;
- substituting color or motion for thought—it doesn't work (other caveats: HumRRO, 1970s).

Solution: Specific, step-by-step instruction in meeting and training essentials, from *SMTW*, the world's first book to present rationales and proved methodology in a cohesive system. Get the world's first PERT Diagram for visual control of the entire program-production process. Also get:

- original guide for R-O-I/meetings re: dollars (includes discussion/creation of valid agendas);
- first guide forms for identifying, pinpointing, and protecting the main message—your purpose;
- comparing and choosing hotel facilities.

SMTW enables you to *do-it-yourself!*

Common Sense ISD (or ISD)

Training can be foolproof!

The US military proved that claim decades ago, with their I-S-D (Instructional Systems Development). Many proprietary disk versions simplify—negating *foolproof* features of I-S-D.

All newly-trained service specialists can create valid, needed training programs anywhere in the world. Obviously, I-S-D can be taught. Why so rarely? Who benefits from *black box* claims?

'Foolproof' requires thought, not 'stuff.' The right equipment can surely help when needed. Technology can often aid valid agendas and programs, depending on the skill-levels of the design/production of each alternative (Military/HumRRO, 1970s).

Training needs to enable employees to *do* something. . .new or different or more- or less-often. So coaching and practice are usually required. If so, they're program essentials. Don't ignore practice!

Valid umbrella concept: "Telling is not training." If told to walk a tightrope, can you do it? Circus people can—with coaching and practice, you can!

Cavemen trained by "Follow me and imitate me." It still works. Scattered facilities in large companies make 'follow-me' difficult or impossible for authorities. Cameras can follow and provide effaced authority that travels where and when needed.

Get a faithful translation of military-style I-S-D plus the author's proved insights into business-only applications. With I-S-D, take control of your training programs and the meetings in which they most often occur (*Training* magazine surveys).

Managing through Training (or MTT)

Basic instructions to staff and line managers require that they be familiar with valid agendas and training program design and development.

No, this is not a demand for a major executive training tsunami. How to ready them? Just a thoughtful reading of the *MTT* book and the *application* of its ideas and numerous, founded recommendations. . .all proved by brain scans.

Learn meeting essentials via *SMTW*. Get real training design and fulfillment competency via *I-S-D*. Consider *Managing through Training* to be a primer and adequate instructor for all reader-users who wish to learn and use military step-by-step I-S-D.

MTT will enable them to oversee the gathering of valid foundational information for normal substantiating presentations to the company VP/Communications or Training Director when requesting any new programs.

All TDs will welcome valid and useful data when designing new programs because its validity will save him/her time and trouble—which will save the company time and dollars and help to avoid program failures. Euphemism: "program disappointments."

Together, *MTT* and I-S-D will enable the company to address its problems with valid and productive training programs. . .and also the meetings in which most training still occurs.

Over time, each of the managers will become able to create his/her own simple programs, and will become a valued partner with the TD and others responsible for major programs.

**On-the-Job training was once the business norm. O-J-T can be feasible again!
Meetings and training are only delivery formats for the message: "The message is the message!"**