

My First Client

One of my favorite clients of all time, probably because they were my first client, called me to document a three-day manager's seminar. Recently more than 20 managers flew in for the training, only to have it cancelled because the lead trainer was in the hospital. So, to alleviate this situation in the future, the client needed all the "modules" documented.

As it turns out, there were about 12 modules in this three-day seminar. Various managers and executives throughout the organization facilitated the different modules. In the past, if someone was going to facilitate a module at a future seminar, they would observe it being taught. If the new facilitator was lucky, the present facilitator would provide his or her PowerPoints and any other items used to teach the content. At that point, the new facilitator could use the previous content, part of it, or do their "own thing." Needless to say, consistency was not a goal.

So, my role was to document the modules – for consistency's sake. As it turns out, the role further morphed into making sure that there was a good ebb and flow to the modules – meaning that every module did not have lecture, small group discussion, large group discussion, and scenarios, in that order, over and over again – to the participants' chagrin. My role was further changed when I was asked to come up with a variety of activities to enhance the content. Oh, and now that the seminar modules were completed, let's add a few new modules.

As it turned out:

- ★ There was a content-rich Participant Guide available within weeks that added consistency for the learner.
- ★ Excellent relationships were established and maintained as the content was solidified.
- ★ A solid, beneficial seminar was created that provided consistency throughout the organization for all managers.
- ★ Future (new) facilitators had detailed content from which to prepare their facilitation even before observing because the Facilitator Guides were complete and comprehensive – explaining all activities, giving possible answers to the questions, etc.
- ★ Consistency was established in all aspects of the seminar.
- ★ New activities were added that emphasized and reiterated key learnings.
- ★ Participants enjoyed the process and walked away with documentation for which to refer that supported their learning.
- ★ The seminar was easy to prepare for and fun to teach, according to the facilitators.

What an experience! And, you wonder why I love what I do! Well, I guess, not any more.

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