



THE
BOB PIKE GROUP

Engineer Curiosity

7 WORST MISTAKES IN VIRTUAL LEARNING, AND WHAT TO TRY INSTEAD

In this webinar, explore how to:

- Identify design elements that “up” engagement
- Learn how to make webinars participant-centered
- Select effective opening and closing activities to break preoccupation and lock in learning

Presented by
Becky Pike Pluth, M.Ed., CSP., MPCT



THE
BOB PIKE GROUP

Engineer Curiosity

NOTES NOTES NOTES

Becky Pike Pluth, M.Ed., CSP, MPCT



With more than 15 years as a training professional and two training industry best-selling books on the market, Becky Pluth, The Bob Pike Group's President and CEO, doesn't rest on her laurels. "Continuing education, whether formal or informal, is critical for those of us in education!" Becky said.

"And, for many of us in this industry, I think the desire and passion for learning comes naturally."

As proof of her desire to continuously strive for "great," Becky was named one of *Training* magazine's Top 40 under 40 in 2012.

Becky has more than 17 years of exposure to Bob Pike's Creative Training Techniques® (CTT) and vast experience in cross-functional training design and delivery, project management and business operations. She easily employs a participant-centered approach to classroom training, one-on-one training and blended e-learning. Becky also infused CTT into all of her design and development while working as a corporate trainer for Target Corporation and overseeing the training department at Event Think, a multi-million dollar event management and communications company.

Programs she has particularly enjoyed designing and delivering include Webinars that Work, organizational-change management, systems training, and leadership and team development.

Becky's charismatic personality and facilitation style place participants at ease, and she empowers each learner to leave their training setting and immediately put their insights into action. Sustainable, practical change and strong adult learning principles in practice are her foci.

Becky has helped many Bob Pike Group clients realize cost savings and training efficiencies through utilizing a participant-centered approach. Some Bob Pike Group clients who have consulted with Becky are: Bose, Cisco Systems, Coca-Cola, Hewlett Packard, Intel North America, Interval International, Karl Storz, Kellogg's, Kimberly Clark, Kraft, Medica, Microsoft, Minnesota Education Association, National Park Service, Sepracor, Tampa Electric, Target Corporation, Uline, USA TODAY Education and Wells Fargo.

Becky is a certified K-12 teacher and received her master's degree from St. Mary's University. She is a member of the American Society for Training and Development and the National Speakers Association. She also is the author of the award-winning *101 Movie Clips That Teach And Train* and *Webinars with WoW Factor*.



THE
BOB PIKE GROUP
Engineer Curiosity

THE BOB PIKE GROUP

14530 Martin Drive, Eden Prairie, MN 55344
(800) 383-9210 • (952) 829-1954

www.BobPikeGroup.com

FOLLOW US!

Facebook: <https://www.facebook.com/thebobpikegroup>

Twitter: www.twitter.com/@BobPikeGroup

www.twitter.com/@beckypluth

LinkedIn: www.linkedin.com/company/232681

Google+: <http://bit.ly/13EvLCf>



THE
BOB PIKE GROUP
Engineer Curiosity

AHA!





Mistakes Virtual Trainers Make

1. Design For Wrong Audience
2. Dry Boring Presentations
3. Forgetting To Delete Cookies
4. Games For Sake Of Games
5. Illegible Slides
6. Lacks Collaboration
7. Lack Engagement
8. Lecture
9. Logging In Late
10. Ineffective Slide Design
11. Lose Audience
12. Loss Of Sound/Video/Webcast
13. No Access To E-Copies Of Codes/Hand-outs/Phone Numbers
14. No Headset
15. No Plan, Wing It
16. No Activities
17. No Backup Plan
18. No Handout
19. No Webcam
20. Not Knowing Platform
21. Not Prepared
22. Not Using Reusable Objects
23. Poor Internet Connection
24. Skip Testing Platform And Tools
25. Too Many Colors
26. Too Much Content
27. Too Much Time Spent Creating PPT And Materials
28. Underusing Platform Tools
29. Virtual Platform Crashing
- 30.
- 31.
- 32.
- 33.



7 Worst Mistakes that Can Resolve Majority of Problems

1. **Not having a _____.**

This high level overview should incorporate purpose, behavior, activities and content.

Resolved: Utilize a repeatable process, every single time. Even if it is a high level overview. Utilize a template that works for you and reuse to save time.

2. **Lack _____ engagement and the _____ engagement for content.**

Don't just use the same old five activities. By looking at a list it prompts us to think about our content and options beyond what is top of mind.

Resolved: Use a list of activities that can be used in your platform. When selecting think about the Purpose, Attitudes, Behavior and content when determining which exercise. Not added to this list are activities such as audio conversations or webcam activities. Think beyond boundaries! Select activities from below to open and close your session.

Content	Virtual Platform Tools
	Application Sharing ☐ Case Studies ☐ Demonstrations ☐ Independent Study ☐ Multi-Media Game Show ☐ Raptivity ☐ Round Robin ☐ Spreadsheet Collaboration
	Breakout Rooms ☐ Case Study Review ☐ Debate ☐ Field Trips ☐ Private Breakout ☐ Problem Solving Report ☐ Scavenger Hunt ☐ Skills Practice ☐ Team Competition
	Chat Room Activity ☐ Brainstorming ☐ Conversation ☐ Discussion Exercises ☐ In the Moment Feedback ☐ Paired Share (*if participants can private chat) ☐ Peer Response Reflection ☐ Q&A ☐ Re-engagement technique ☐ Scenario Answers ☐ Timed Chat ☐ Terminology Drag and Match ☐ Video ☐ Window Paning ☐ Word Find



Content	Virtual Platform Tools
	Polling ☐ Anonymous Feedback Assessment ☐ Class Pace ☐ Energizer Questions ☐ Opener – Community Share ☐ Session Feedback ☐ Testing ☐ Turning Point Technology
	Web Browser Sharing ☐ Competitor Scoping ☐ Group Activity ☐ Marketing Guides Online ☐ Model Filling In Forms ☐ Model Where To Go For Help ☐ Secret Pages Revealed ☐ Video Viewing ☐ Web Tour Of Company Web-site
	Whiteboard Activity ☐ Annotate ☐ Best/Worst ☐ Capture Session Expectations ☐ Case History Chart Labeling ☐ Collaborative Content Changes ☐ Crossword Puzzles ☐ Find and Fix ☐ Graphic Organizers ☐ Graphical Voting ☐ Hangman ☐ Highlight ☐ Jeopardy™ Type Games ☐ Matching Game ☐ Mind Maps ☐ Raptivity ☐ Teachbacks



7 Worst Mistakes that Can Resolve Majority of Problems Continued

3. _____ **moderator support.** A moderator should be on webinars when a presenter is new to presenting via virtual platform, when the group size is over 15-20, when presenter is new to a platform or if participants are new to a platform.

Resolved: After determining content and activities brainstorm with moderator how they may be of help during each exercise. Add to the overview to keep everything in one place.

Time (minutes)	Purpose	Content	Behavior	Activity	Moderator Tasks	Materials
5	Grab attention Get people in the room	Opener	• Learner engaged • Getting used to tools	• Word find • Text chat definition	• Helping people log in	• Handout w/word find PPT
5	Introduction	Agenda/Overview	• Viewing • Listening	• Lecture • Agenda vote	• Helping people log in	• Text chat • Whiteboard
5	What behaviors do you see Describe most recent and what you did	2018 BPG Survey on DWDP	• Recognize most common behaviors	• Highlight survey in workbook or PPT	• Clearing PPT if too busy • Turning off tools if too much	• Survey in workbook • Music • Whiteboard
10	What is a difficult participant 3 goals as an instructor	Baseline of understanding on difficult participants	• Determine ways to perform to prevent • Share what else they have tried with success	• Fill in the blanks • Sharing	• Keep track of similarities to share back with instructor for use	• Text Chat • Workbook • Guess the goals
5	Recognize ways to perform to prevent before sessions	DWDP Article and checklist	• Determine what they are already doing or need to do	• Reading article • Highlighting	• Individual exercise	• Workbook • Checklist • PPT
5	Examine which difficult participants fall into what quadrant	Difficult Behavior Quadrant	• Review grid and what areas they need to focus on	• Circle where their difficult person falls	• Answer questions in chat	• Whiteboard • Text chat • Highlight workbook
10	To better understand the science behind and the commonalities of behaviors	Difficult Behavior Drivers	• Review the quadrant and determine which is most in play with your trainees	• Circle key phrases and whether passive or active/against or cooperative		• Workbook • Poll
10	See the variety of ways to effectively manage behaviors	Managing Difficult Participant Behaviors	• Analyze options and what could work for you	• Word bank • Group fill in	• Manage timer • In and out of breakouts for help	• Breakout rooms • Timer
5	Which is more important? Attitude or Behavior?	Closer	• Action plan	• Magic Arches	•	• Magic Arches

BPG/Example Planning Template for Webinars - A session on Dealing with Difficult Participants (DWDP)



7 Worst Mistakes that Can Resolve Majority of Problems Continued

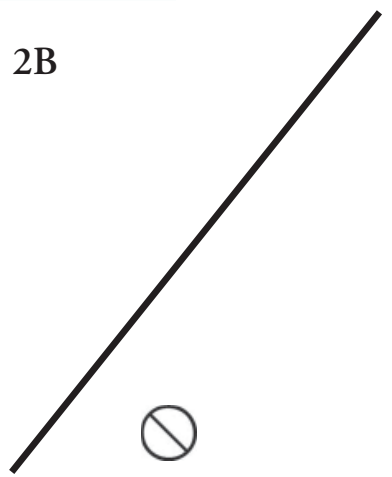
4. No _____.

Resolved: Considering the webinar what content would be helpful as a takeaway or reference. What content needs reinforcing. Create a take-away handout with content that needs to live beyond a PowerPoint like job aids, templates, sell sheets, marketing brochures etc.



Bob Pike's
Webinars with a WOW Factor

2B



10 Deadly Sins of Webinars

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Without a Doubt Webinars

-
-
-
-
-
-
-
-

Module One: Designing Webinars

Copyright ©2009, Pluth Consulting. All rights reserved. • www.BobPikeGroup.com

7 Worst Mistakes that Can Resolve Majority of Problems Continued

5. **Not knowing** _____. Although this is a question often asked in the beginning of the design phase but there is more to knowing an audience than a few analysis questions.

Resolved: Follow a checklist of ideas to make sure you have done your due diligence. If hosting a public webinar it is more difficult to know who is on but previewing lists prior to the event can help to have a wider understanding of who is participating. When registering ask questions like what is your title or role, company, title etc.

Completed	The Bob Pike Groups Knowing Audience Task List
	I have memorized the names of participants prior to session.
	I know what company each participant is from (BONUS: how long they have been there.)
	I have created and sent a microlearning and surveyed the group before the webinar to know what content is of most interest.
	In the microlearning I created a module on what questions participants have that they want covered during the virtual training.
	I have sent a letter to all managers with general information to discuss with the participant prior to the webinar.
	I have sent out prework to all participants (even late registrants.)
	I have included everyone in the microlearning prerequisite.
	I have verified participants have completed all prework.
	I have emailed, called or sent a welcome video message to all participants.
	I have created all follow-up microlearning to share during the class with participants.
	Other:



7 Worst Mistakes that Can Resolve Majority of Problems Continued

6. **Not having a _____ plan.** Just knowing what platform one is using and that internet is reliable isn't enough. When thinking about technology it goes beyond computer into testing and back up plans.

Resolved: Recognizing all the technologies that will be used from PowerPoint to computer to platform or Voice Over Internet Protocol (VOIP.) From there it is easiest to create a list of the technology that needs to be reviewed for each webinar. The job aid below isn't an exhaustive list but will get you started. You could also add in areas for VOiP, Telephony or conference call bridge.

Completed	The Bob Pike Groups Technology Task List
	Webinar Platform ☐ I can utilize all of the tools within the platform with ease. ☐ I know where all the tools are located and which buttons to use. ☐ I know what the platform looks like as a participant. ☐ I have practiced using all the tools and double checked it will work for the size group I am hosting. ☐ I ensured that the virtual classroom is large enough to host the number of participants I have attending. ☐ I know what search engines work best with the platform. ☐ Day before the webinar: I have tested each tool being used the day before on the computer, headset, webcam I will be using. ☐ Day of the webinar: I have tested each tool being used on the computer, headset, webcam I will be using.
	Internet ☐ I have a high-speed connection that is reliable. ☐ I have turned off the wifi feature on my computer to ensure it is using the high-speed connection. ☐ I have a hot-spot or wi-fi that is working and can be accessed as a back-up. ☐ I have an alternate place to set-up and present from should I need to use last minute. ☐ Should internet go down I have the phone number of someone on the webinar (moderator) that can tell the group what is happening.



Completed	The Bob Pike Groups Technology Task List
	Computer ☐ I am using a reliable laptop or computer to present and not a smart device. ☐ I have a second computer or laptop that is on and logged in as a participant and can be easily upgraded to presenter if needed. ☐ I have a smart device logged in as a participant to recall features being used. ☐ I have fully charged my devices should power go out. ☐ I have an associate in the office that is also on the webinar should I need to use their computer last minute.



7 Worst Mistakes that Can Resolve Majority of Problems Continued

7. **Bad PowerPoint.** Even if your content is amazing and you are the best speaker in the world when the first thing a participant sees is a badly designed PowerPoint their confidence level in you has dropped dramatically. Do not let something that can be fixed prior to the webinar take you down before it's even started.

Resolved: Follow a few simple rules for PowerPoint design for webinars. For more information on this topic purchase *Creative Training: A Train-the Trainer Field Guide* which dedicates an entire chapter to webinar PowerPoint design. Training Magazine Network also has at least three of Becky Pike Pluth's webinars on Powerpoint recorded and accessible.

Here are five biggies to get you started.

1. Use muted dark colors that are easy on the eye with light words for contrast. To give an idea of what "good" looks like search for high end car dealers colors of the year. Notice that you won't see bubble gum pink.
2. Reduce words, keep meaning. Think of each slide as a bill board with 3 seconds to view and read. If you can't get the gist of the slide in three seconds reduce words. An easy way to do this is to have one idea per slide.
3. Be as visual as possible. Use images to tell the story. Make the image the full size of the slide and place key words on top with a contrasting color to make words easy to read.
4. Make slides interactive. Have pre-made question slides for participants to text answers in or whiteboard slides that participants can easily write on. These slides should have a white background for ease of adding ideas.
5. Use a Sans Serif font on slides. For example, Gabriola is a Serif Font. Serif fonts are fine for books and handouts but harder readability on slides.



Repeatable Design Process that Ensures Varied Engagement



Time (minutes)	Purpose	Content	Behavior	Activity	Moderator Table	Materials



Resources

InSync White Paper on Activities – <http://bit.ly/InSyncWP>

Creative Training: A Train-the Trainer Field Guide <http://store.bobpikegroup.com/books/>

Training Magazine Network www.trainingmagnetnetwork.com Search Becky Pike Pluth





THE
BOB PIKE GROUP

Engineer Curiosity

Social Media

Stay updated with The Bob Pike Group by following us:

Facebook: <https://www.facebook.com/thebobpikegroup>

Google+: <http://bit.ly/13EvLCf>

LinkedIn: www.linkedin.com/company/232681

Pinterest: www.pinterest.com/thebobpikegroup

Twitter: www.twitter.com/bobpikegroup www.twitter.com/@beckypluth



Upcoming Seminars and Webinars

For a complete listing of our upcoming seminars and webinars go to www.BobPikeGroup.com or call The Bob Pike Group (800) 383-9210



The Bob Pike Group

The Bob Pike Group's Creative Training Techniques™ help people learn twice as much in half the time. Each project is designed from the ground up using activities that have attendees participating in their own learning. These tools allow learners to “catch” what’s being taught while having fun. Participants take ownership of their learning and quickly discover on-the-job applications for their training.

Our participant-centered approach is successful because it focuses on the needs of learners. We understand that attention spans are short, so we routinely capture people’s interests. Even television directors understand this challenge, and they change camera angles every six seconds to keep viewers hooked.

Our techniques, grounded in adult learning theory and brain-based research, create buy-in, enthusiasm, and ultimately change behavior. After all, learning doesn’t occur until behavior changes. Companies large and small work with us to save time and money on training while improving measurable results.

The Bob Pike Group design and training consultants are experts with real-world experience so they know what it’s like to be on the frontlines of industries like technology, healthcare, government, and manufacturing.

We are the industry-leading firm to train your trainers, design your training programs and develop your leaders. Over 300,000 people on five continents have changed the way they train forever because our interactive methods achieve more with less.

If you would like to discuss any training or consulting topic in more detail or you would like more information on The Bob Pike Group’s comprehensive system of performance solutions, please fill out the form or call us at 1-800-383-9210 and ask for one of our Client Solution Directors. We would like to assist you in your on-going personal and professional development goals for your organization.

