

Courageous Training:

Elevating you & your
business

Acknowledgement of Country

Agenda

1. Background
2. Why
3. How
4. What
5. Who
6. When & Where

Background

About this session:

- it will be meta
- I will break my own rules

Background

About me



About lawyers (example)

**This is a safe space.
(privilege)**

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Why this session: context

Me

You

Why training

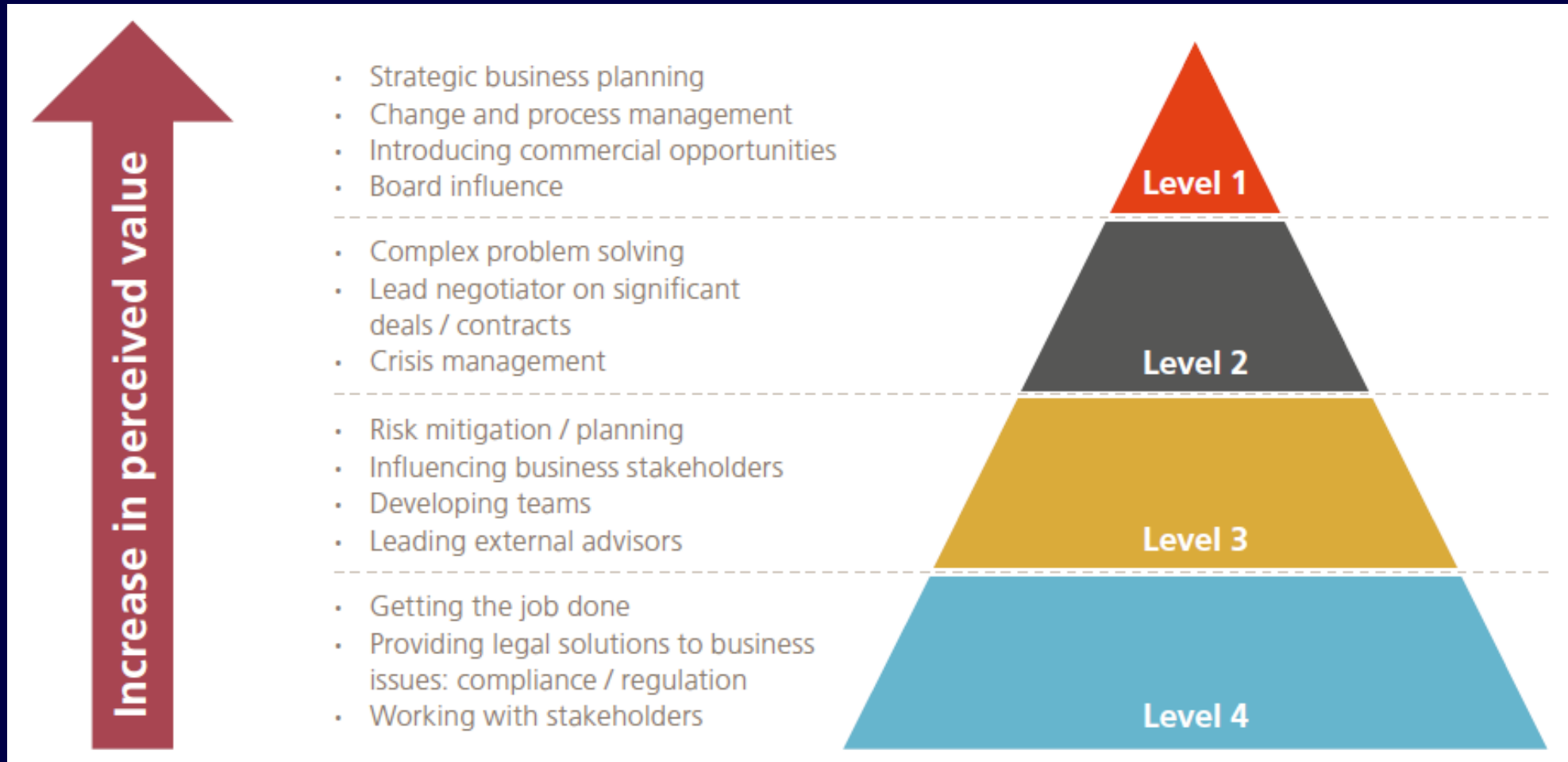
- Compliance
- Protect & support
- Value for your business
- Build trust in legal
- Raise your profile
- Life skill

Why “courageous”

- Confidence in delivery:
people hate public speaking
- Takes courage to invest time & energy



Why: value



Why: value

Create
value

Value add

Value for money

Why (example – care factor)

- It's the Law – jail / fines
- Our reputation
- Your development – trusted operator

Royal Commission 2018 [\[edit \]](#)

In 2018, he appeared at the Royal Commission into Misconduct into Financial Services. He came across as an arrogant tool and a genuine ballbag. Anyone who saw this performance would be well entitled to take their business from NAB because of his carry on.

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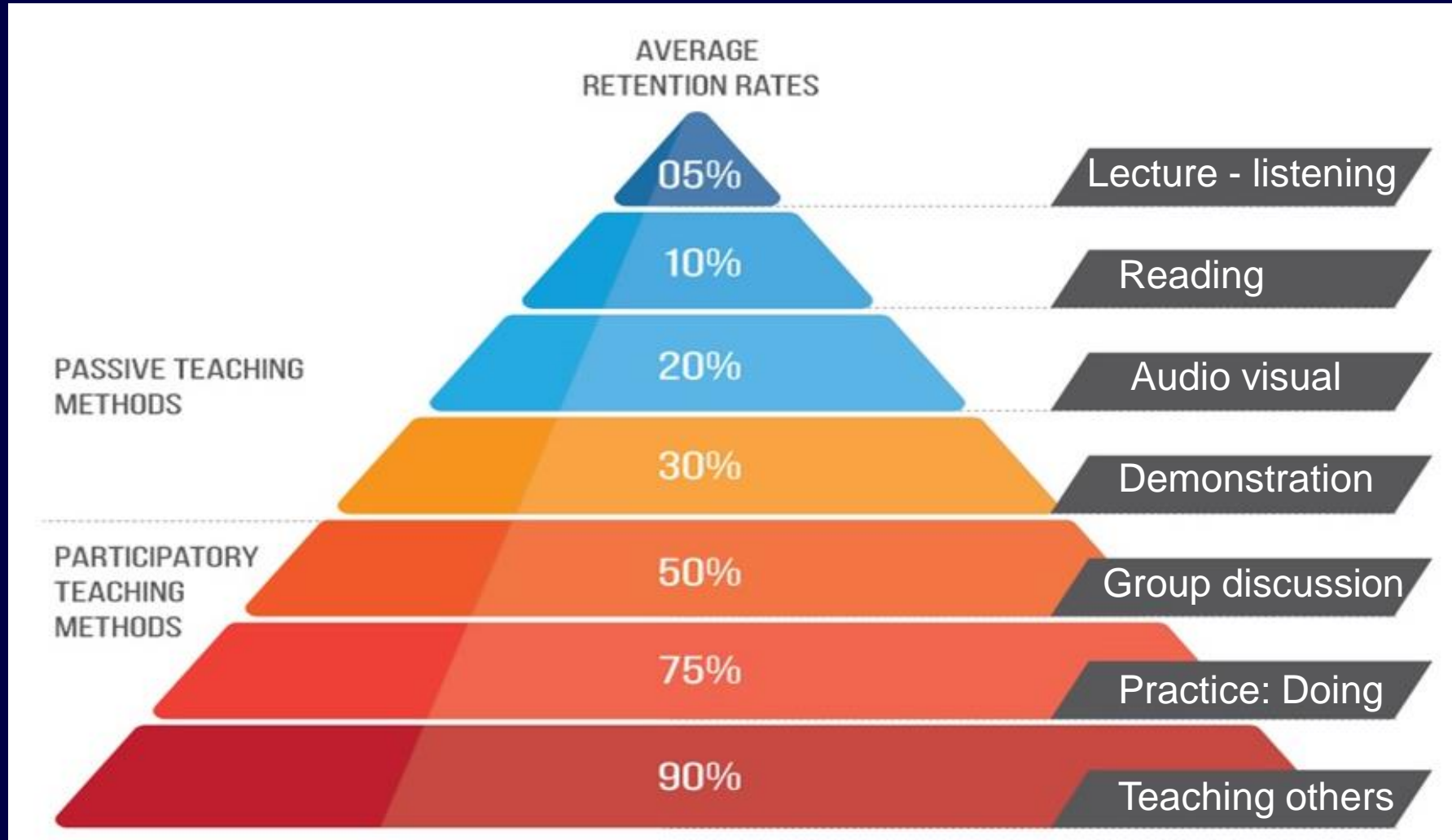
3. How

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How – learning



How



Stories are better than lists or bullet points.

How



[Hint: cases
are stories!]

How



Pictures or diagrams are better than just words.

How



An activity is better than passive listening.

How

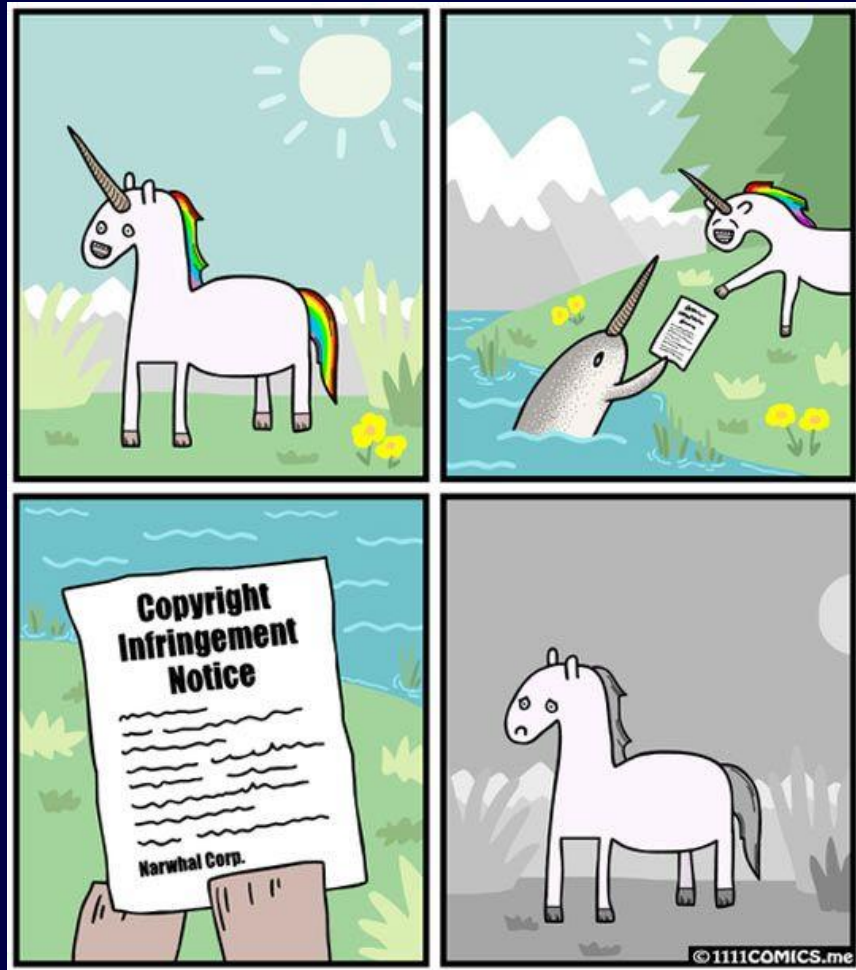


Slogans &
souvenirs stick.

How – repetition & summaries

- Stories are better than lists (bullet points).
- Pictures / diagrams are better than words.
- Experiential / activity is better than passive listening.
- Slogans & souvenirs stick.

A word on memes / images: relevant



A word on memes / images: relevant



If not relevant:

- at best – a distraction;
- at worst – a detractor.

How – Slogans

You only need to know two things:

- 1) Privacy by design, not disaster
- 2) Don't be creepy

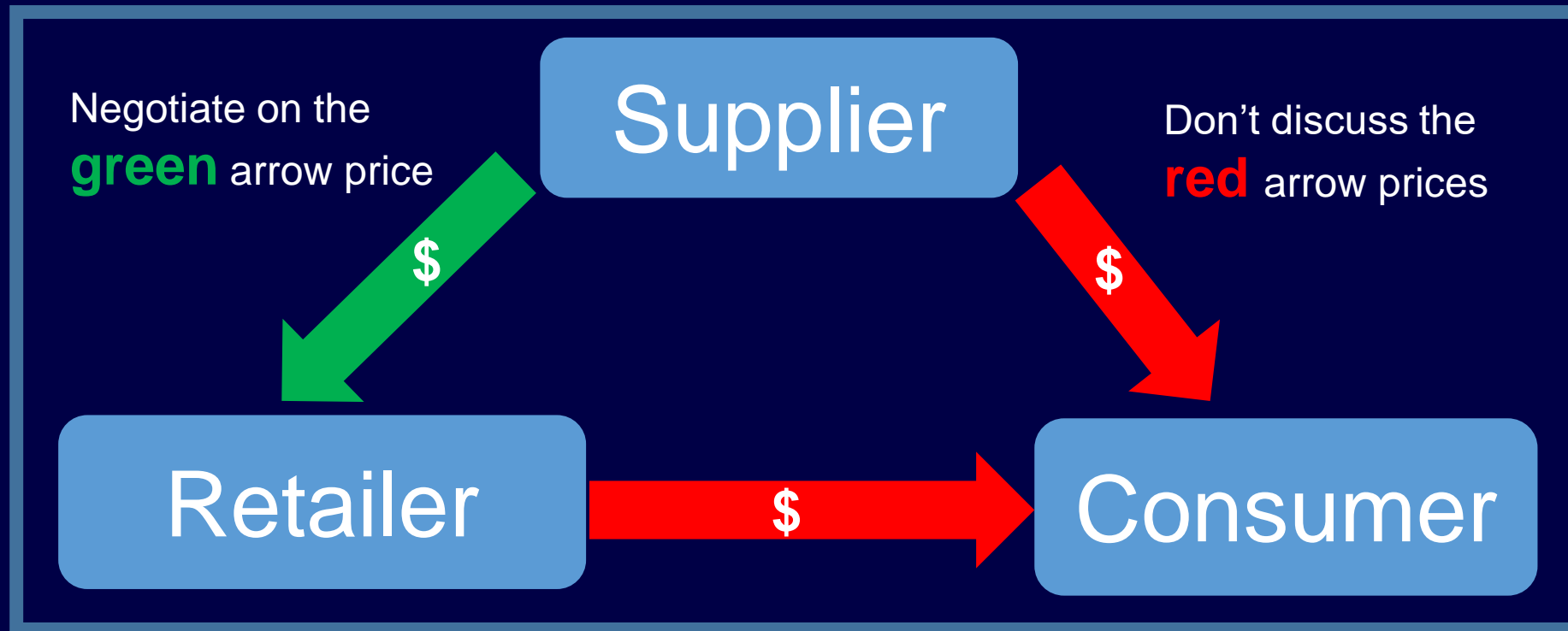
IP: Don't take other people's stuff

How – Slogans

BREAK
ALL
THE
RULES

*just not
the Law*

How – Souvenirs



- Printed out ¼ of A4, tack or magnet included for their desk.
- Plus key slides / Handout in paper form – but only 1 – 2 sheets.
- Plus key slides emailed as a follow up. WITH SURVEY / FEEDBACK LINK.

How – ideas to actively engage

“State change” – attention span

- Get an attendee to read out words on a slide
- Get the room to read out your slogan on a slide
- Role play – scripted with props
- Vote on a hypothetical – or a case result
- Working as a group – eg pick a path voting or brainstorming using post its or whiteboards
- Quizzes with prizes (ie chocolates) – Kahoot

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What

Be relevant.

What

Stop using lawyer words.
Or explain them easily.



What – shorter sentences

Stop using so many words.

“I only made this letter longer because I had not the leisure to make it shorter.”

How **few** words can you use?

What – remove the Legalese

What **simpler** words can you use?

Where can you remove the mental friction?

“If you can’t explain it simply, you probably
don’t understand it.”

What

Editing takes time, effort,
discipline, & empathy.

Making something complex
easy to understand is hard.



What

Call to action:

Give them a plan

Give them the words they can use.

Don't just tell them the law & not to break it.

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Who

- 1) Your executives – all together
- 2) Their teams – with exec support

Leadership buy-in is essential

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When & Where – month before

- Target invitees. Use HR systems.

Make it mandatory.

- Run it like a campaign: teaser emails.
- Morning with coffee is best.
- Reminder email the day before.

When & Where – on the day

- Set up the room – book 30 mins pre & post
- Your tech will fail. Book IT
- Do a run through of all slides – esp video
- Warm up your voice. Have water.
- Play your get pumped music

When & Where – on the day

- Signing in / register
- Design the room (& move away first row)
- Ask to put away phones / laptops
- Breaks / stretches / chocolates & lollies
- Follow up email (incl. survey / souvenirs)

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Then what...

Continuous improvement

Record yourself.



Online training

Same principles:

- Diagrams / pictures
- Stories
- Activities
- Slogans / repetition
- Be relevant
- Give them tools
- Shorter, simpler, no Legalese
- Mandatory – no training, no bonus



Online training

Good

- efficient, scalable
- can be outsourced to an extent
- different kinds of activities possible (eg adventures)
- hard to fake doing a good one

Online training

Less Good

- off the shelf or outsourced isn't tailored
- tailored are expensive
- can't answer questions
- less human connection
- can be easy to fake a basic one (eg videos)

What we've covered

1. Background – connection & safe space
2. Why – context, care factor
3. How – stories, pictures, slogans, activities
4. What – relevant, simple, give them tools
5. Who – leadership buy-in
6. When & Where – campaign, on the day, follow up

Questions?