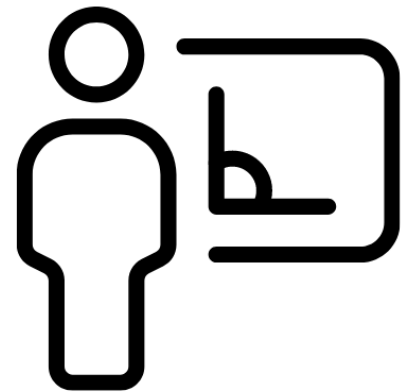


# Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



*You learn something every day if you pay attention*

**Ray LeBlond**

## Module Two: Networking for Success (I)



In order to train individuals effectively, the trainer must understand that there are four ways that an individual can learn. Although each individual has a preferred style, all four elements must be included for learning to be effective. This module will look at David Kolb's four stage learning process and the four related styles of learning.

### Creating an Effective Introduction



The first two minutes of your conversation are when most people form their opinion of you. That is why an effective introduction is necessary when networking. In fact, you may only have a few minutes with that person in which to share with them who you are and what you do. In order to create a good and lasting impression use the MEETS technique to introducing yourself.

MEETS stands for the following:

- **M**ake eye contact
- **E**mit a smile
- **E**ngage in a handshake
- **T**ell them your name
- **S**hare what you do and/or who you work for

Using these steps will ensure that your introduction gets your message across without taking too much time. Avoid talking too much at the beginning. Allow the other person to introduce themselves. You should engage the person you are meeting by asking for their information. Short effective introductions help to send a positive message about you.

Your goal is to introduce yourself, and within 30 seconds, share some relevant information about what you do. You should practice your introduction as if it were a short speech. The more you practice, the more comfortable you will be in the real setting.

<b>Estimated Time</b>	15 Minutes
<b>Topic Objective</b>	Participants will identify the steps to an effective introduction.
<b>Topic Summary</b>	Remember MEETS to help you deliver an effective introduction. MEETS stands for Make eye contact, emit a smile, engage in a handshake, tell them your name, and share who you work for and what you do.
<b>Materials Required</b>	<a href="#">Worksheet 1: MEETS</a> , index cards and pens
<b>Planning Checklist</b>	<ul style="list-style-type: none"> <li>• Ensure each participant has a copy of the Worksheet</li> <li>• Place index cards and pens at tables before class starts</li> </ul>
<b>Recommended Activity</b>	<ol style="list-style-type: none"> <li>1. Review talking points</li> <li>2. Distribute worksheets</li> <li>3. Instruct participants to write a brief introduction on a card</li> <li>4. Have participants mingle and practice their introductions</li> <li>5. The person receiving the introduction should take note of how well the person introduced themselves, and provide feedback.</li> <li>6. Once the person receives their feedback, the other participant will introduce themselves, and receive feedback too.</li> <li>7. Then they should find another person, and repeat this process.</li> <li>8. Allow 4 to 5 minutes</li> </ol>
<b>Stories to Share</b>	None
<b>Delivery Tips</b>	None
<b>Review Questions</b>	<ul style="list-style-type: none"> <li>• What are some things you learned about this process?</li> </ul> <p>Acknowledge all answers and then continue.</p>

## Making a Great First Impression



You do not have to do a lot to make a great first impression. Sometimes, if you focus too much on making a great impression, you could end up with the opposite results. Making a great first impression is not making it about you. It is making it about the other person. You want to make the other person feel important and worth meeting.

In order to do this, you should use the Five B's. The Five B's are the following:

- **Be on time:** when you are on time, you demonstrate to the other person that you care about their time and value them.
- **Be yourself:** when you are yourself, you come across sincere and show you want to build an honest relationship with the person.
- **Be positive:** when you are positive you create an inviting environment. When you have a negative attitude, people will want to drift away from you.
- **Be courteous:** when you are polite and courteous, people will remember this aspect and create a lasting positive impression.
- **Be brief:** when you are talking, avoiding taking too much time. Being too talkative may be seen as a negative trait and this could have an impact on that good first impression you're trying to make.

Your best first impression will be the one that shows you value the other person's time and thoughts by actively listening to them. Make the interaction less about you and more about the other person, and you will make great first impressions.

<b>Estimated Time</b>	15 Minutes
<b>Topic Objective</b>	Participants will understand how to make a great first impression.
<b>Topic Summary</b>	Using the Five B's when meeting someone, will help you make great first impressions. The Five Bs are: <b>be</b> on time, be yourself, be positive, be courteous and be brief.
<b>Materials Required</b>	<a href="#">Worksheet 2: Five B's</a> , flipchart and markers
<b>Planning Checklist</b>	<ul style="list-style-type: none"><li>• Prepare enough handouts for all participants</li><li>• Prepare five flipcharts by titling each with one of the Five B's</li></ul>
<b>Recommended Activity</b>	1. Divide the participants into five groups

	<ol style="list-style-type: none"> <li>2. Give each team a prepared flipchart paper</li> <li>3. Have the teams develop as many benefits for that particular B</li> <li>4. Allow 2 to 3 minutes</li> <li>5. Have one person from each team share their results</li> <li>6. Encourage others to add more benefits</li> <li>7. Review the talking points</li> </ol>
<b>Stories to Share</b>	None
<b>Delivery Tips</b>	None
<b>Review Questions</b>	<ul style="list-style-type: none"> <li>• What questions do you have regarding the Five B's?</li> </ul> <p>Answer all questions and then continue.</p>

## Practical Illustration



Michael shook like a leaf. He looked a guppy in a sea of sharks. Michael had never been taught the art of networking. People buzzed around him. Michael stood frozen in time. Kayleen ran into him. Michael toppled over. Kayleen offered to help. Michael's nerves were bundled up. Kayleen explained that Michael needed to dive right into a conversation in order to shoo away the jitters. Michael shrugged his shoulders. He had no clue how to strike up a conversation. Kayleen demonstrated her networking skills. Michael's mouth hung open in awe. Kayleen nudged Michael into a conversation. Michael would have to sink or swim. Anxious seconds went by, then; Michael gathered his nerve and started to speak. To Michael's surprise people listened. Kayleen applauded his efforts and left him wax poetic.

## Module Two: Review Questions

1.) \_\_\_\_\_ is an effective way to promote your value to those around you.

- a) Laundering
- b) **Networking**
- c) Hiring
- d) Firing

**Networking is an effective way to promote your value to those around you.**

2.) Understanding the basic mechanics of networking will \_\_\_\_\_ your success in delivering the right message about yourself to others.

- a) **Increase**
- b) Delete
- c) Decrease
- d) Imply

**Understanding the basic mechanics of networking will increase your success in delivering the right message about yourself to others.**

3.) The first two minutes of your conversation are when most people form a (n) \_\_\_\_\_ about you.

- a) Dislike
- b) Disdain
- c) **Opinion**
- d) Option

**The first two minutes of your conversation are when most people form their opinion of you**

4.) An effective \_\_\_\_\_ is necessary when networking.

- a) Payout
- b) Buy-in
- c) **Introduction**
- d) Cost analysis

**The first two minutes of your conversation are when most people form their opinion of you. That is why an effective introduction is necessary when networking**

5.) In order to create a good and lasting impression use the \_\_\_\_\_ technique to introducing yourself.

- a) BEATS
- b) MEATS
- c) MEETS
- d) SWEETS

In order to create a good and lasting impression use the MEETS technique to introducing yourself

6.) MEETS stands for the following:

- a) Make eye contact, emit a smile, engage in a handshake, tell him/her your name, share your lunch
- b) Meditate, emit gasses, engage in a handshake, talk over them, share a few laughs
- c) Make eye contact, emit a smile, engage in a handshake, tell him/her your name, share what you do or whom you work for
- d) Make eye contact, emulate them, engage in a conversation, tell him/her your problems, share your secrets

MEETS stands for the following:

Make eye contact

Emit a smile

Engage in a handshake

Tell them your name

Share what you do and/or who you work for

7.) \_\_\_\_\_ talking too much at the beginning.

- a) Try
- b) Avoid
- c) Include
- d) Feign

Avoid talking too much at the beginning.

8.) \_\_\_\_\_ the other person to introduce themselves.

- a) Allow
- b) Forbid
- c) Forget
- d) Ignore

Allow the other person to introduce themselves.

9.) What are the Five B's of making a good first impression?

- a) Be on time, be yourself, be positive, be courteous, be brief
- b) Be conniving, be brave, be annoying, be disingenuous, be boastful
- c) Be late, be happy, be rude, be suspicious, be brazen
- d) Be on time, be needy, be desperate, be fake, be long-winded

The Five Bs are: be on time, be yourself, be positive, be courteous and be brief

10.) Make the interaction \_\_\_\_\_ about you and more about the other person and you will make great first impressions.

- a) All
- b) More
- c) Less
- d) So

Make the interaction less about you and more about the other person, and you will make great first impressions

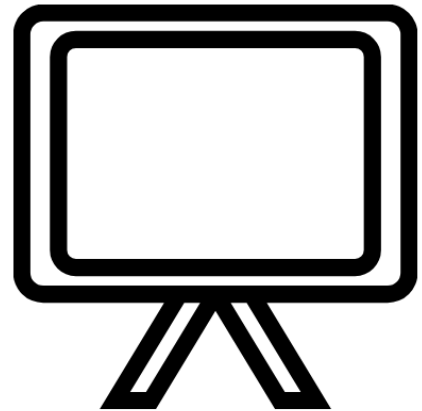


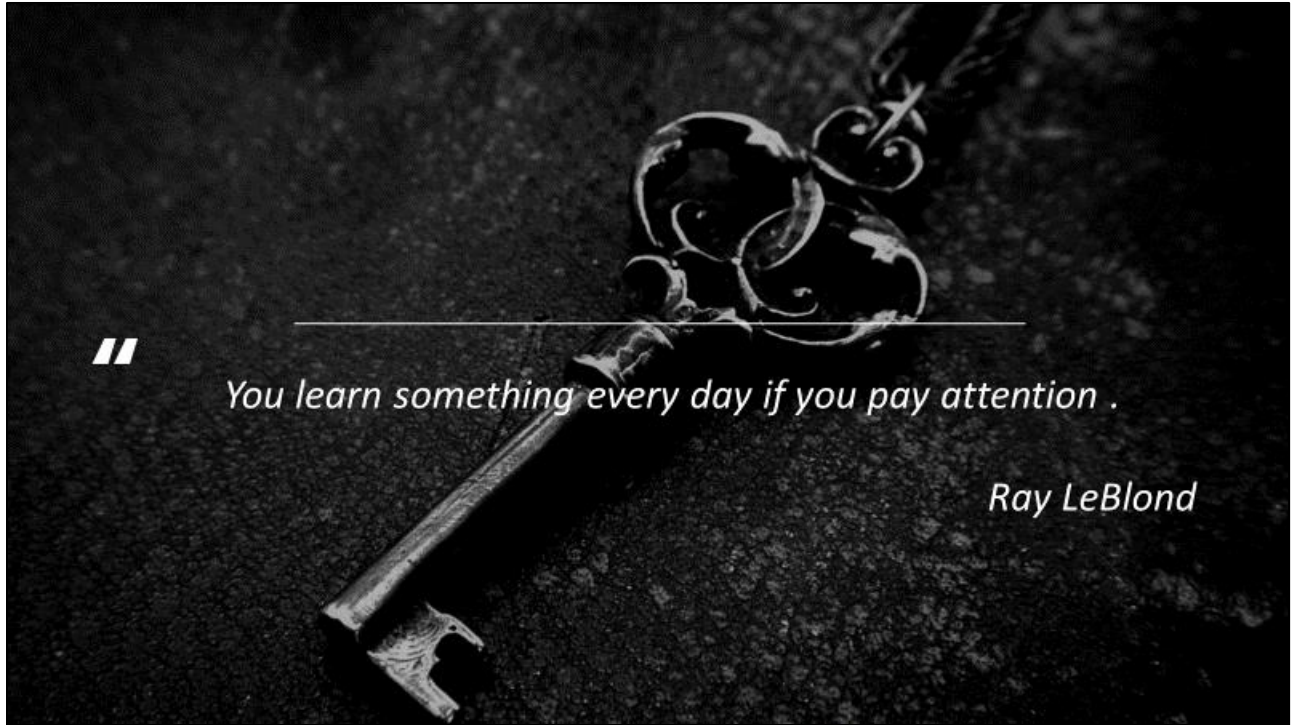
# PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





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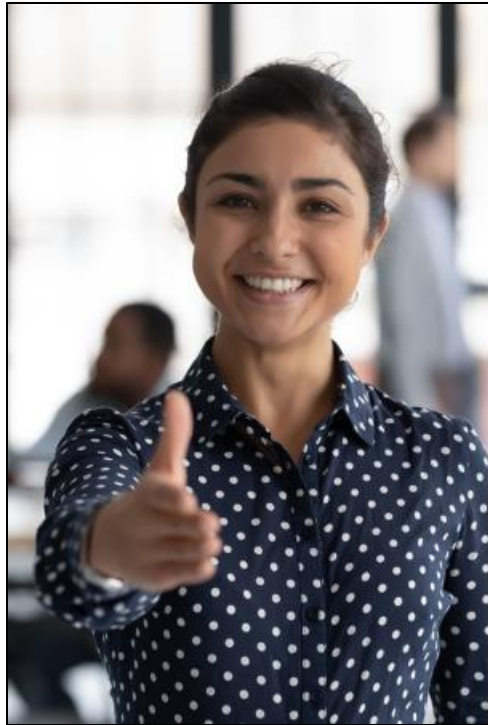
*You learn something every day if you pay attention .*

*Ray LeBlond*

MODULE TWO

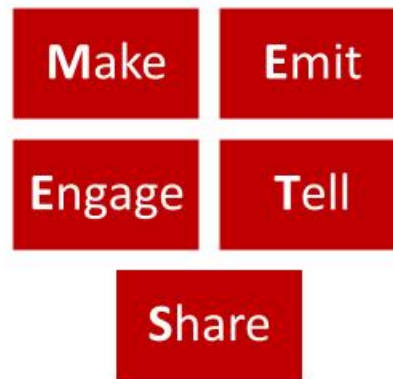
## Networking for Success (I)

Understanding the basic mechanics of networking will increase your success in delivering the right message about yourself to others.



## Creating an Effective Introduction

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## Making a Great First Impression

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- Be on time
- Be yourself
- Be positive



## Practical Illustration



- Creating an Effective Introduction
- Making a Great First Impression

## Module Two: Review Questions

1. \_\_\_\_\_ is an effective way to promote your value to those around you.

A. Laundering

B. Networking

C. Hiring

D. Firing

# Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



# Media and Public Relations

## Quick Reference Sheet



### Making a Great First Impression

In order to do this, you should use the Five B's. The Five B's are the following:

**Be on Time:** when you are on time, you demonstrate to the other person that you care about their time and value them.



**Be Yourself:** when you are yourself, you come across sincere and show you want to build an honest relationship with the person.



**Be Positive:** When you are positive you create an inviting environment. When you have a negative attitude, people will want to drift away from you.



**Be Courteous:** when you are polite and courteous, people will remember this aspect and create a lasting positive impression.



**Be Brief:** when you are talking, avoiding taking too much time. Being too talkative may be seen as a negative trait and this could hurt your first impression.



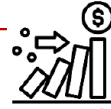
### How Information Will Be Distributed

The basic communication plan includes the following elements:

- Party to contact
- How should they be contacted (ex. email, letter, phone or in person)
- What should be communicated
- When they should be communicated
- Who is responsible for communicating to that party
- The date this party was actually contacted



## Gauging the Impending Crisis Level



Here are some simple steps to gauging a crisis when it occurs:

- **What happened?** Your goal here is to determine what actually happened. Ask several resources and contacts. Take notes and compare the information. If you see discrepancies then the crisis has not been clearly assessed yet. Continue until you obtain consistent answers.
- **Why did it happen?** The reasons for the crisis may not be easy to determine. However, gaining this information could avoid more problems to occur and reduce further damage.
- **Who is impacted?** This is essential to obtain because anyone involved in the crisis will need some form of communication management to happen. If customers are affected, then you may need to make an announcement to the public. If employees are involved, you may need to contact their families.
- **What are the ramifications?** Once you obtain the first three pieces of information, you will need to sit down and determine the ramifications. Here are some things to consider:
  - What is the legal or liability involved?
  - What is the cost of correcting or dealing with the crisis?
  - What damage to the company image will occur?
  - What affects does the crisis have with the ability for the company to run normally
- **Who is liable?** Determine if your company or someone else is liable and seek legal counsel as soon as possible.

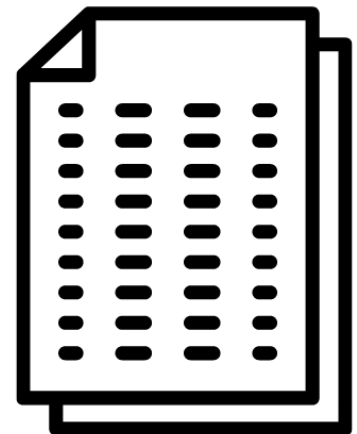
# Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.





## Sample Worksheet 1

# ***M.E.E.T.S.***

MEETS stands for the following:

- Make eye contact
- Emit a smile
- Engage in a handshake
- Tell them your name
- Share what you do or whom you work for

Notes:

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## Sample Worksheet 2

# *Five B's*

In order to do this, you should use the Five Bs. The Five Bs are the following:

- Be on time- when you are on time, you demonstrate to the other person that you care about their time and value them.
- Be yourself- when you are yourself, you come across sincere and show you want to build an honest relationship with the person.
- Be positive- when you are positive you create an inviting environment. When you have a negative attitude, people will want to drift away from you.
- Be courteous-When you are polite and courteous, people will remember this aspect and create a lasting positive impression.
- Be brief- When you are talking, avoiding taking too much time. Being too talkative may be seen as a negative trait and this could hurt your first impression.

# Icebreaker: Friends Indeed

## PURPOSE

To get participants moving around and introduced to each other.

## MATERIALS REQUIRED

- Name card for each person
- Markers

## PREPARATION

Have participants fill out their name card. Then, ask participants to stand in a circle, shoulder to shoulder. They should place their name card at their feet. Then they can take a step back. You as the facilitator should take the place in the center of the circle.

## ACTIVITY

Explain that there is one less place than people in the group, as you are in the middle and will be participating. You will call out a statement that applies to you, and anyone to whom that statement applies must find another place in the circle.

Examples:

- Friends who have cats at home
- Friends who are wearing blue
- Friends who don't like ice cream

The odd person out must stand in the center and make a statement.

The rules:

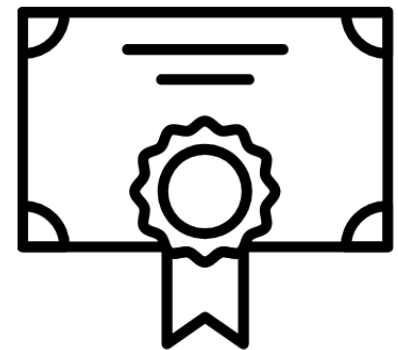
- You cannot move immediately to your left or right, or back to your place.
- Let's be adults: no kicking, punching, body-checking, etc.

Play a few rounds until everyone has had a chance to move around.

# Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

**[Name]**

*Has mastered the course  
Media and Public Relations*

Awarded this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Presenter Name and Title

\_\_\_\_\_