

Brain Friendly Learning



As well as experiencing three days of brain friendly learning in action, participants work on a **real project** – and are coached to use the principles and techniques to completely design or redesign a learning event.

Kaizen offers this as an open workshop three times a year. Alternatively, you can opt for us to facilitate an in-house event (really great for revolutionising the whole L & D Team!) where we'll bespoke design the workshop to meet the precise needs of **your** trainers.

Would your Learning Professionals like to:



- Raise the energy and motivation of groups? To add more 'sizzle'? To transform cynicism to excitement, or anxiety to unstoppable confidence, or low energy to high energy?
- Improve the way their learners transfer and apply the learning back in the workplace?
- Raise the credibility of training by finding better ways of linking learning to real business results?
- Help participants to create truly compelling learning goals that keep them energised and engaged?
- Master tools that enable them to design learning experiences more quickly and elegantly?
- Take more account of individual learning styles and preferences – in the way they design and deliver training?
- Create a learning environment that excites all the senses and stimulates optimum learning?
- Understand the implications of the latest neuroscience research into learning?
- Rediscover their own passion as a trainer?

The Learning Revolution has arrived!

Brain friendly learning is:

***Fit for purpose,
fast, and fun ...***



...and most important of all..... Sticky!

Recent research demonstrates that less than 10% of what gets learned on most training courses gets applied back in the workplace.

Brain-friendly learning is not about techniques and gimmicks. It is far more than just playing baroque music or playing fun games. It's a movement rather than a method. A movement to recover the real joy of learning – combining substance with sizzle – and helping people become even more outstanding at the work they have chosen to do.

It takes the best from Accelerated Learning, Neuro-Linguistic Programming, Emotional Intelligence, and the most recent research findings from Neuroscience. Kaizen have created a unique blend of all this and mixed it together with our quarter of a century's experience about what works best to maximise learner engagement AND transfer of learning – leading to real, measurable return on your training investment.

Brain Friendly Learning lives the five principles of:

- Making training highly business focussed – **keeping it real**
- Getting participants into a highly motivated, resourceful state for learning... **State is Everything** (well....almost!)
- **Honouring uniqueness** and difference - tailoring training to the individual learning styles of the participants – and to the unique culture of your organisation
- Making all our training **rich and multi-sensory**

- **Facilitating the creation** of meaning and value – rather than merely the consumption of information

The 3-day Workshop

- a chance to experience three action-packed, rich and multi-sensory days of brain-friendly learning for yourself
- a treasure trove of practical ideas you can apply immediately to your training
- a 100+ page, full colour manual – a complete resource to designing and delivering training the brain-friendly way
- the latest brain research and its implications for trainers and designers
- personal coaching on your own course design
- subscription to our free weekly coaching tips for trainers
- ongoing personal telephone and e-mail coaching on brain-friendly training design

On the first day, you'll experience a fun, fast overview of our approach to brain-friendly learning. Blending the best of accelerated learning, neuro-linguistics, emotional intelligence and 'flow', this will provide the foundation for what's to come.

We'll unpack the latest findings from neuroscience on how human beings learn best - findings that challenge some of the core presuppositions that underpin traditional training.

We believe that learning to manage states is **the** key skill for trainers in the experience economy of today. This first day includes a workshop on managing your emotional state (and influencing the states of your learners) so that you'll always have access to your own 'sizzle'! We'll challenge you to raise your own expectations of what's possible too - so that you become even more of an inspiring model for those around you.

Day Two focuses on **cutting-edge design**, and you will be coached, using your own content, resulting in a learning experience of your choice being totally re-engineered to reflect the principles of brain-friendly learning. This 'content' could be a course, seminar or workshop, 1-1 coaching, distance learning or technology-based training. (Bring along your existing learning design and materials).

We'll explore multiple intelligences and how to design learning that engages learners at all levels, as well as building 'smarts' - no matter what, or who, you happen to be training. You'll understand how to design different kinds of learning differently - to engage the most appropriate memory pathways.

You'll learn how to sequence learning activities in ways that embed the learning, and keep energy and focus high. You'll learn how to create an optimum learning environment - high challenge and low stress.

Day Three focuses on ***delivery and delight*** - developing your stand up trainer, facilitation and coaching skills and strategies for ensuring that the learning is embedded and applied back in the workplace. Learning is not, in our view, about the consumption of information - it is about the creation of meaning, value and action on the part of the learner.

We'll also include a workshop on choosing and using music in learning, and the skills of undertaking concert previews and reviews.

We believe in walking our talk, so don't expect lots of lectures by 'experts' hosing you with information. We'll be using the expertise, imagination and energy of the whole group to create a learning experience that will accelerate the process of moving from where you are to where you want to be.

Post-Workshop

- The group will receive comprehensive suggestions for further development, together with recommended resources.
- All participants will be subscribed to our coaching tips by e-mail.
- Participants will have access to individualised e-mail and telephone coaching on their own designs.

Your Investment: £995 + VAT

This includes all lunches, materials and fees – but excludes accommodation. Full details of local accommodation options will be sent in the welcome pack.

We look forward to the possibility of seeing you on a future workshop!

Your Coach: *Kimberley Hare*



A pioneering visionary for change and learning, her focus is on helping individuals, teams and organisations to create the future they want, **and** to enjoy the journey. Her passion is to combine Substance and Sizzle to bring brain-friendly learning to life in business.

A master trainer in NLP and an expert in accelerated learning, Kimberley is best known for training trainers in brain-friendly learning methods. She also develops transformational leaders in organisations across the globe. She is the co-author of "51 Tools for Transforming your Training – Bringing Brain-Friendly Learning to Life" published by Gower.

Kimberley is a regular keynote speaker at conferences all over the world, and has published numerous articles on learning, leadership and organisational change. Kimberley is a CpF (Certified Professional Facilitator) certified by the International Association of Facilitators.

Kimberley was named as one of six world leaders in Accelerated Learning by the Society of Effective and Affective Learning.

Kaizen Training is the only company in the UK recommended by Colin Rose for training trainers in accelerated learning:

*"I can recommend Kaizen Training to you as the leading providers of brain-friendly learning programmes for the business community. Their particular expertise is helping companies to the theory and philosophy to life – to create programmes that meet the precise needs of your business whilst reflecting the most recent research findings in how people learn most effectively and enjoyably" **Colin Rose (Author of "Accelerated Learning in the 21st Century")***

"The Brain Friendly Learning Workshop with Kimberley Hare lived up to its promise - it was, quite simply, the best learning experience I have ever participated in. Kimberley skillfully and magically created 3 days of pure learning heaven. I would highly recommend this workshop for trainers, facilitators - and anyone passionate about learning"

Brain-Friendly Learning has evolved from a whole stew of ingredients:

- Howard Gardner's work on **multiple intelligences**, and the desirability of engaging all of these to inspire better and more lasting learning
- The rise of **emotional intelligence** (EI or EQ) as a critical factor in business or personal success
- The **"experience economy"** is already a reality. People expect and deserve a rich, memorable and emotionally involving experience just as much when they are 'learning' as when they are enjoying a family holiday
- The latest **brain research**, that has thrown into question many of our old assumptions about learning. For example, we now understand much more about the role of the emotions in learning and memory
- The collapse of the Newtonian worldview and the rise of quantum physics as a way of thinking about reality. The death of dualism - and the acceptance by most people that **mind, body and spirit are one system**
- **Our post-industrial culture** - requiring less ability to store and memorise information - and much more emphasis on the ability to think, collaborate, innovate and create value out of information
- The decline of behaviourism as the dominant psychology in learning, and the rise of more **humanistic and holistic** beliefs
- Research into **learning styles** - one size does not fit all. The work of David Kolb, Honey & Mumford and Bernice McCarthy - amongst others - all point to the important differences in the way people prefer to learn
- Powerful advances in approaches to personal change and development - such as **neuro linguistic programming**

"The people at Kaizen are my heroes. They set incredibly high expectations and always exceed them. My people – even the previously cynical ones – are buzzing!" **Phil Shipperlee, European President, IMR Global (I.T. Solutions)**

The Big Five Brain Friendly Principles

State is Everything (well... almost!)



When do you learn best - when you are tired, hung over and depressed, or when you are refreshed, alert and keen? For most people the answer is obvious - your state dramatically affects your ability to learn. But taking the next step is less obvious - what can you do to put yourself into the most resourceful state for learning? Mountains of research by neurologists now confirms what many practitioners have concluded pragmatically - that your mental state is a subtle combination of your physiology and the way you direct your conscious attention.

The state you are in when you learn something tends to get neurologically associated with the content - and the more dramatic the state the more lasting the memory. There are many different kinds of state appropriate to different kinds of learning.

We all know that the food we eat makes a difference to how we feel - but did you know that proteins tend to put the brain in a more alert state, while carbohydrates tend to make the brain more relaxed? Did you know that neuroscientists recommend the drinking at least 8 full glasses of water a day to keep the brain/body at full power?

We all know that regular exercise has a psychological as well as physiological benefit - and specific physical movements can have an immediate effect on the way the brain operates. The disciplines of nutrition and educational kinesiology (also known as brain gym) are further demonstrations of that our minds consist of one system, which includes both brain and body.



Brain friendly trainers understand the biological influences on learning - and appreciate that learners need to be engaged as a complete system.

You want to ensure that the participants are in the most resourceful state possible. Before they even arrive, what information will you send them? What will the venue look like? Can you use posters, music, flowers to create a welcoming environment? What will you provide in the way of 'brain food' to nourish the body part of the brain-body system?

"I'd like to say how delighted I am with the revolution occurring because of the work you've been doing with us. Your energy, enthusiasm and high-quality coaching has inspired and encouraged the wallflowers to dance!" **Robert Dreyfuss, Managing Director, Rotary Watches"**

As the event progresses, you will pay attention to the rhythms of learning. You will know when to match a quiet activity to a time when the participants are naturally in a more low key reflective state, and you will know when to use an energising activity to put them into a more alert learning state.

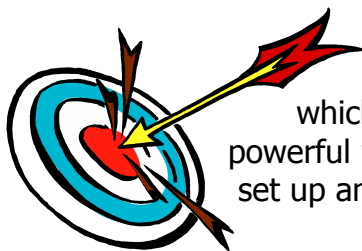
Brain friendly trainers have a smorgasbord of ways to influence their own state - and that of the learner, so that everybody is more resourceful and creative - and enjoys the process more.

Keep it Real!

By the time a person leaves school at 18 years of age, he or she has experienced some 2,500 days of education. How much of that is truly useful?

It's easy to be sniffy about irrelevant subjects taught in schools and universities, but surely business training is more relevant? Not so. Many business training events are still organised around the teaching of models and concepts which, frankly, don't have any connection to the real business of business. According to one piece of research, less than 10% of business training transfers back to the workplace.

We believe that the main reason for this is that there is often insufficient attention paid to making a strong linkage between a learning event and the real business context. How often have you led a training event where the participants show up unprepared, not having thought about the event until they walk through the training room door? How often have you asked participants to complete an action plan towards the end of the training event, knowing in your heart that only a small proportion of participants will actually do any of the things on their action plan? Unless more attention is given to what happens before the learning event - we call this the **"set up"** - and what happens after the learning event - the **"set down"** - then the full value of the learning will be lost.



This principle of brain friendly learning makes sure that there are real personal and business benefits which follow from the learning event. One of the most powerful ways of keeping it real is to pay lots of attention to the set up and set down.

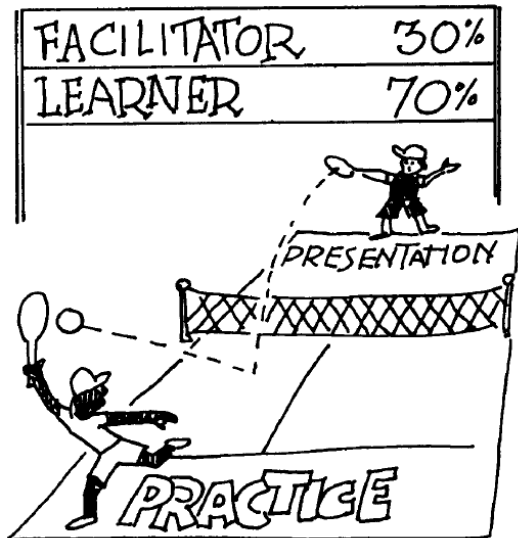
This principle also means taking into account factors like the organisational culture, the attitude of the learner's boss, what else is going on in the business (and the learner's life!), transfer of learning, evaluation and follow up.

"They bring a refreshingly different and creative approach to business issues, but always grounded in practical solutions. They have a rare ability to adapt what they're doing to the needs of their client – resulting in highly positive responses and sustained change" **John Bathgate, Organisational Development Manager, Motorola**

Facilitate Creation not just Consumption

In a group learning experience, the best trainers are able to elicit a flow state quickly, and then get out of the way.

The role of the facilitator is to design a series of activities or experiences through which the learners can incorporate new insights, skills and strategies into what they already know, do and believe.



In other words, learning is not about the consumption of information - it is about the creation of meaning, value and action on the part of the learner. Learning is not something you 'absorb', it is something you create for yourself - literally and physiologically - in your total mind/body system.

This means that trainers must develop superb facilitation skills, rather than just being an information 'hose'. And these skills are extremely useful in all kinds of business contexts - from chairing meetings to coaching a 'problem' employee.

Rich and Multi-Sensory

Where do you learn best - in a bare, uncomfortable stuffy room: or in an environment which appeals in a very positive way to your five senses - seeing, hearing, touch, taste and smell? Brain friendly trainers understand the importance of creating the most productive learning environment.


Brains do not work in the same way as computers. When you input data into a computer, you only need to do it once, and it will stay there until it is deliberately wiped out. When you input data into a human brain, it will not necessarily be recorded accurately the first time. This may seem so obvious as to be hardly worth saying, but think about it for a moment. Most training courses are designed on the principle that if you want to communicate something, doing it just once is enough to make it stick. This is not the case.

If you give a computer information with gaps, it just remains ignorant of the information you failed to supply. If you give a human brain information with gaps, it tends to fill in the gaps, *making things up* if necessary.

Your brain stores information as a pattern of neurons firing. The stronger the pattern, the stronger the memory, the more permanent the learning. Although the idea that the brain is made up of cells was established at the end of the nineteenth century, it's only in the last twenty years or so that modern brain imaging techniques have shown conclusively what happens when we create or recall a memory.

Strong memories and effective learning are about creating strong firing patterns. One way to do this is to use repetition and rehearsal. Another way to create strong firing patterns is to associate new learning with existing learning. The new firing patterns are all the stronger because they ride on the back of existing firing patterns. As facilitators, we can associate new learning with existing learning directly, by asking learners to recall what they already know; or indirectly by using stories and metaphors which link new concepts to existing understanding.

A second significant difference between a computer and your brain is this. A computer stores information in the next available space of free memory; where the information is stored doesn't matter. Your brain, by contrast, stores information topographically - that is to say that *where* in the brain the memory is stored helps to identify *what* kind of memory it is. In fact the brain consists of a number of specialised modules, each responsible for different kinds of activity. For example, when you think about a red bus driving by, one part of your brain deals with the shape of the bus, another with its colour, another with the movement and so on.

 The implications for this topographic brain organisation are very significant for trainers. If you want to create a vivid and lasting memory, then make sure that memory is created in a multi-faceted way. Create a memory that is based on colourful moving images, sounds, feelings, smells and tastes - and use the modalities that the brain finds it particularly easy to remember - images of places and faces for example.

A third key aspect of brain structure that has no parallel with a computer is the division between the left and right brain. We really do have two brains, linked by a bundle of nerve fibres called the corpus callosum. Our left brain tends to be logical, analytical and linguistic and our right brain creative, holistic and perceptual. Effective learning appeals to both left and right brain, and as a trainer you can design learning activities for both.

Finally, computer memory is limited. To all intents and purposes, human capacity to learn isn't.

Some recent testimonials from trainers who have experienced our approach...



This stuff is so comprehensively far ahead of anything else I have experienced in the learning sphere, it is difficult to express how far it has moved me on. Kaizen's encyclopaedic knowledge of their stuff is truly impressive.

"Kaizen is to learning what Dyson is to vacuum cleaners!"

"If there was just one course you invested in - this would be your most outstanding choice. Transformational Learning in practice. Absolutely Awesome! Do it now!"

"More transferrable than any other course I've ever been on. An excellent investment. We are already incorporating loads of ideas into our corporate training and our programmes are going to really sizzle!"

"What can I say about this approach that will do it justice? Wow! Kaizen Training remind us that the most powerful learning uses human emotions to bring about real personal change. I very much like the individualised coaching element of this approach too."

"This workshop represents pure gold for trainers, coaches, facilitators and consultants!"

"I've been training and consulting for 15 years - and believed there wasn't much more I could learn. I was wrong. This workshop challenged me to think about what I'm doing in a fundamental and powerful way."

"As a training novice, I came away with loads of ideas and new skills - and perhaps as important - ten times the confidence I had before."

"Most useful train the trainer event I've experienced - combination of concepts and practical tools and techniques. The real gift for me has been to de-mystify successful learning. Thank you."

"Astounding - the best learning of my working life"

"The most fun I've ever had with my clothes on!"

"This isn't training – it is learning alchemy!"

