

## How to Give a Good Workshop?

First, have an understanding of where your participants are at the time they walk in the room. Then have an understanding of where you want them to be at the end of the workshop. That's the desired outcome. Not for YOU, the presenter, but for THEM. What's in it for them? What benefits will they experience as a result of taking your workshop?

So if A is where they start, and B is the state they are in when they leave, break up the time between into these chunks:

- **Lightning Strike:** 1-2 minutes to grab their attention and bring them into the room. This is particularly important because people tend to make a fixed decision about you in less than seven (that's 7!) seconds.
- **10 minutes** on the content that you are providing them (made relevant to their interests or concerns)
- **Interactivity** for 15 minutes; could be an exercise they do on their own, in pairs, in small groups or all together.
- **10 minutes** more content
- **Summary** 1-2 minutes.
- **Questions & Answers** 5 minutes
- **Lightning Strike:** a 1-2 minute closing that reiterates the most powerful thing you want them to leave understanding.

When thinking about what to fill your workshop with, remember the different learning styles that exist, citing Howard Gardner's work on multiple intelligences. Therefore, it's ideal to incorporate into your workshop things that will appeal to all learning styles; namely:

- **Logical** (quantitative): this is data for those who love statistics, facts and figures;
- **Narrational:** for those who learn best through storytelling;
- **Foundational:** for those who prefer the broad, the philosophical;
- **Experiential:** for those who learn by doing;
- **Aesthetic:** for those who need to touch things, or hear things.

REMEMBER:

The workshop needs to be designed for the *client's* agenda (and needs and interests and challenges), not the workshop leader's.

KISS: Keep It Simple. Less is more. And too much will kill you.

Start with the outcome you want them to take away and build back from there.

Source used: <http://jillaine.blogspot.com/2005/09/what-makes-good-workshop.html>