

CLASS 02

Planning and Creating Your Training

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HubSpot Accredited Trainer

Brought to you by HubSpot Academy

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TODAY'S AGENDA

1. Why are training frameworks important?
2. How do you plan your training?

1 WHY ARE TRAINING FRAMEWORKS IMPORTANT?

WHY FRAMEWORKS?

Frameworks provide a supporting structure for your training. By using frameworks, you already have a documented approach that can serve as a guide.

WHY USE A TRAINING FRAMEWORK

- Solves for consistency
- Develop quality training faster
- Guides instructors and learners
- Provides structure

2 HOW DO YOU PLAN YOUR TRAINING?

FOUNDATIONAL STEPS TO PLAN YOUR TRAINING



PICK YOUR FORMAT



KNOW YOUR AUDIENCE

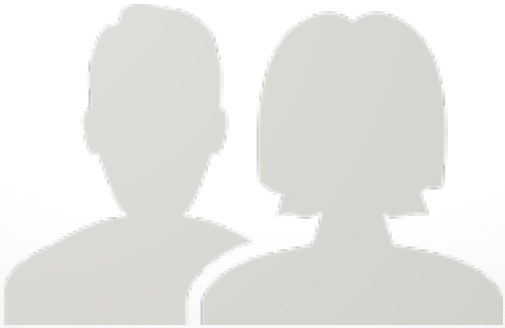


PICK YOUR TOPIC

FOUNDATIONAL STEPS TO PLAN YOUR TRAINING



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PICK YOUR TOPIC

ONLINE VS IN-PERSON

“Do I want to hold a workshop in person,
or hold a training online?


Above all else, you must keep in
mind the needs of your audience.

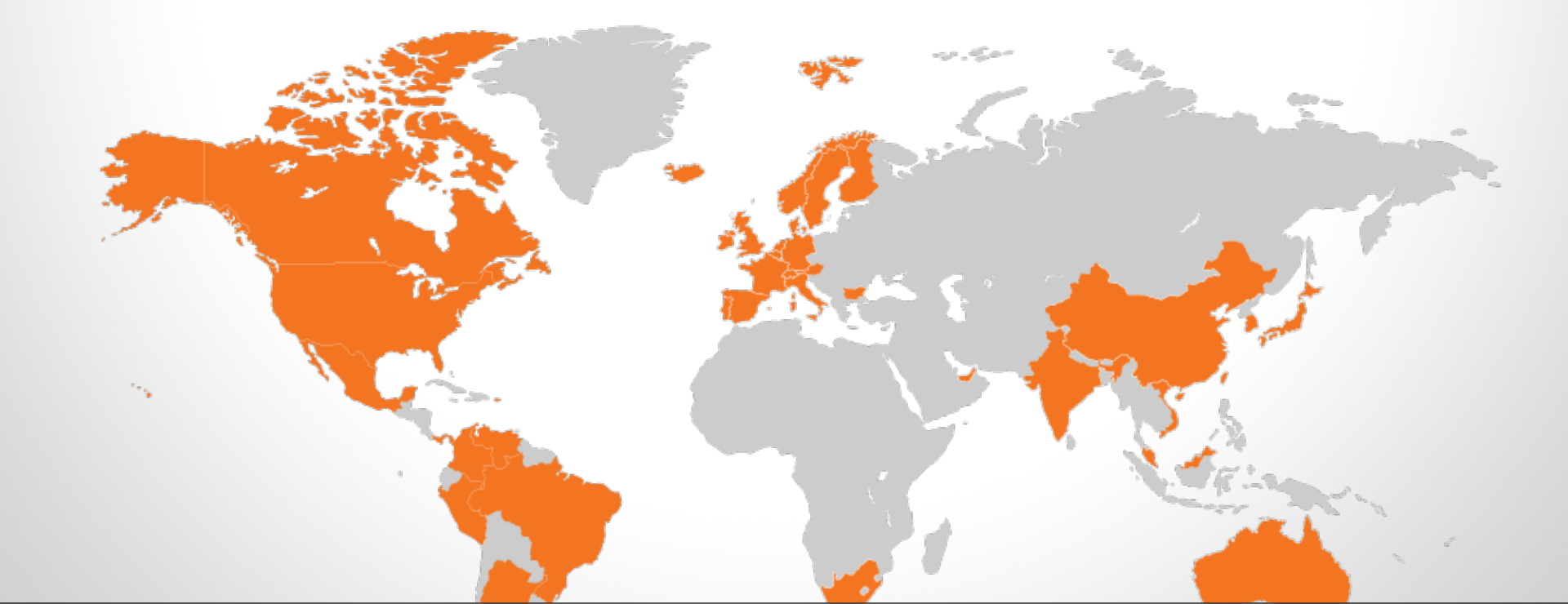
If you're doing an **in-person training,** you can run an hour, half day, full day or even multi-day training.





Are your trainees willing to do something **during work or after work?**

Live training is great because you can get that face-to-face interaction, and for some learners, nothing beats that.



While in-person workshops can encourage audience engagement, it's more local. Online training can have a **much broader reach.**



Cost also varies between these formats.

Typically, you can charge more for an in-person workshop than for an online training.

Ask yourself,
“For the types of people and audience I want to get, which is better for them and which is better for my agency?”

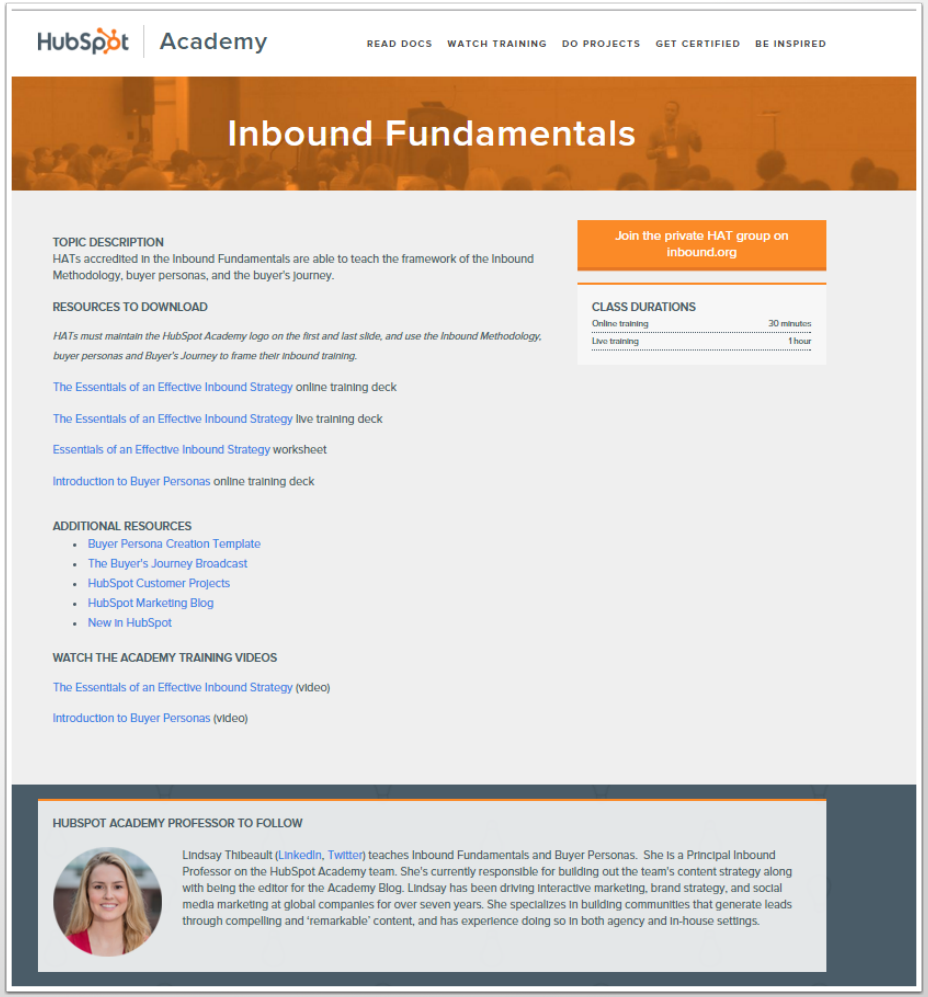
DURATION OF TRAINING

How long will your training run for? Will it be a stand-alone class or part of a series?

Use the Academy Resources.

Online training decks (30 min duration)
Live training decks (1 hour duration)

Customize as you wish, but you must keep the first and last pages intact.



FOUNDATIONAL STEPS TO PLAN YOUR TRAINING



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PICK YOUR TOPIC

LEARNING PERSONA

Semi-fictional representation of your ideal workshop attendee.
This will help you design your training, promote it effectively,
and gather qualified leads.



1. What are they looking to learn?
2. What are their goals?
3. What are their pain points and challenges?
4. Where do they go to learn?
5. Are they prospects, clients, or total strangers?

FOUNDATIONAL STEPS TO PLAN YOUR TRAINING



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PICK YOUR TOPIC

HOW DO YOU DECIDE WHICH TOPIC TO FOCUS YOUR TRAINING ON?

This will vary depending on whether you're providing an educational training for a group of strangers, versus a smaller workshop for a potential client.

BEST PRACTICES FOR PICKING YOUR TOPIC

- [x] Know your audience.
- [x] Know your strengths.
- [x] Know your goals.

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PLANNING A TRAINING FOR PROSPECTS

Think about the type of person you want to attend your training.

- Is is someone who has never heard of inbound?
- Is it someone in a specific industry?

PLANNING A TRAINING FOR A NEW CLIENT

Know the type of people who are going to be joining you.

- What is their current understanding of inbound?
- What level of content is appropriate for them?
- How experienced are they?
- What have been their biggest challenges?
- What are their goals?

PLANNING A TRAINING THAT A CLIENT ASKS FOR

Make sure to flesh out the topic and work with the client to get a clear understanding of the level of education of the attendees.

BEST PRACTICES FOR PICKING YOUR TOPIC

- [x] Know your audience.
- [x] Know your strengths.
- [x] Know your goals.

What are you an **expert** on?
What are you **passionate** about?

BEST PRACTICES FOR PICKING YOUR TOPIC

- [x] Know your audience.
- [x] Know your strengths.
- [x] Know your goals.

KNOW YOUR GOALS

- What types of clients do you want to attract and work with?
- What type of client work do you wish you had more of?
- What do you want your agency to be specialized in?

BEST PRACTICES FOR PICKING YOUR TOPIC

- [x] Know your audience.
- [x] Know your strengths.
- [x] Know your goals.

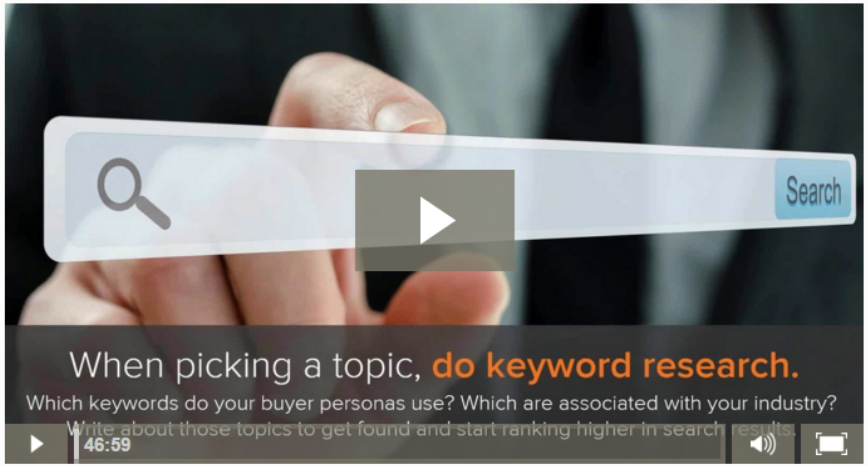
WHAT ARE THE DIFFERENT TYPES OF TOPICS YOU COULD PROVIDE?

INTRODUCTORY VS ADVANCED

Are you following the Academy introductory training or diving deeper into the subject?

BLOGGING: HOW TO BECOME A BETTER BLOGGER

Air Date: 4/21/2015 | Length: 46:58



Download the slides

INTRODUCTORY

BLOGGING: HOW TO WRING MORE ROI OUT OF YOUR BLOG

Air Date: 6/18/2013 | Length: 60:00



Download the slides

ADVANCED

GO GENERAL OR GO SPECIFIC

A general topic would be Lead Conversion. A specific topic would be Landing Pages for Ecommerce.

FOUNDATIONAL STEPS TO PLAN YOUR TRAINING



PICK YOUR FORMAT



KNOW YOUR AUDIENCE



PICK YOUR TOPIC

DON'T MOVE FORWARD WITH BUILDING YOUR TRAINING UNTIL THESE ARE DECIDED.

After you know who and what to teach, how do you **create your training?**

STEPS FOR CREATING YOUR TRAINING



Use the Why-How-What framework.



Create a backwards plan.



Frame training with the inbound fundamentals.



Use examples.



Set an agenda.

STEPS FOR CREATING YOUR TRAINING



Use the Why-How-What framework.



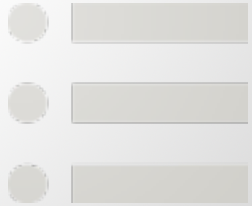
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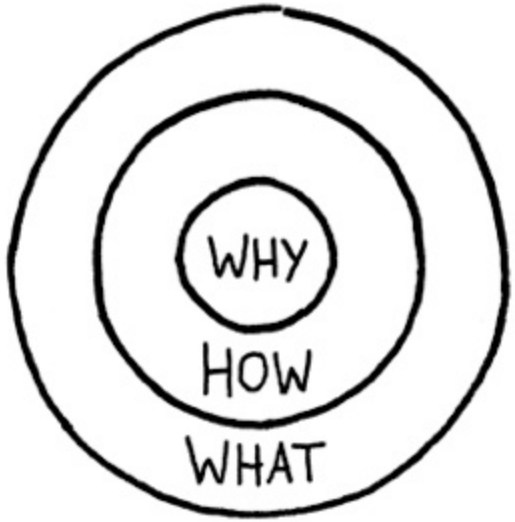
Forget about what you will do.
Start with the why.



The Why-How-What Framework

"Simon Sinek has a simple but powerful model for inspirational leadership — starting with a golden circle and the question 'Why?'" – TED website

The Golden Circle



© 2013 Simon Sinek, Inc.

What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

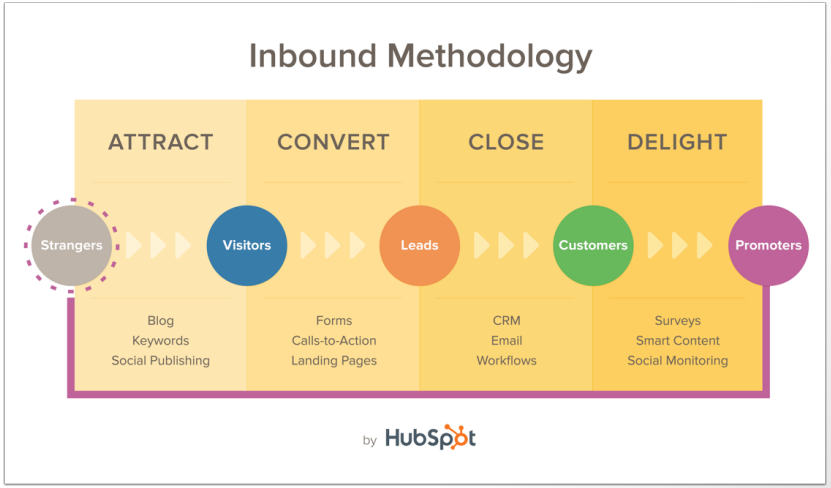
Why

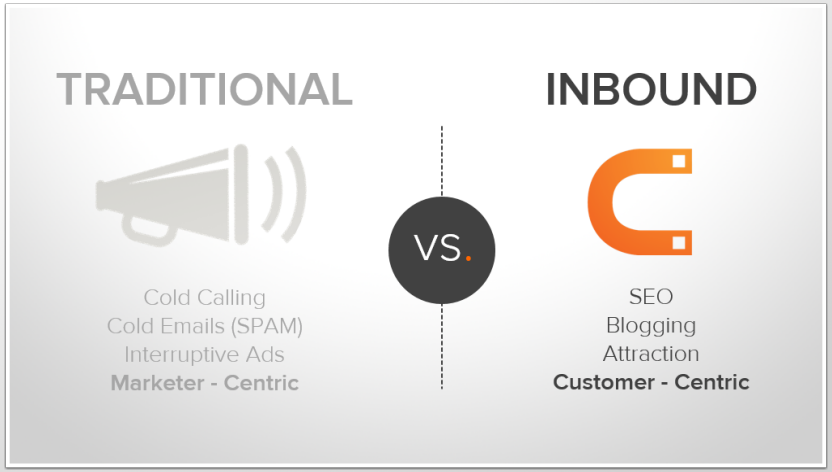
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

The Why

Forget about what you'll do.
Start with the why.

Explain why this topic is important for your student's success.





INBOUND BEST PRACTICES

- [x] Use buyer personas.
- [x] Use the Buyer's Journey.
- [x] Create remarkable content.
- [x] Leverage your content.

SAMPLE PERSONA RESEARCH QUESTIONS

Persona Detail	Sample question to Ask
Role	What is your job role? Your title?
Company/Organization	What industry or industries does your company work/is your role in?
Goals	What are you working to accomplish?
Challenges	What are your biggest challenges?
Watering Holes	How do you learn about new information for your job?
Shopping Preferences	Do you use the internet to research vendors or products?

The How

Teach the best practices for doing this topic with success.

The What

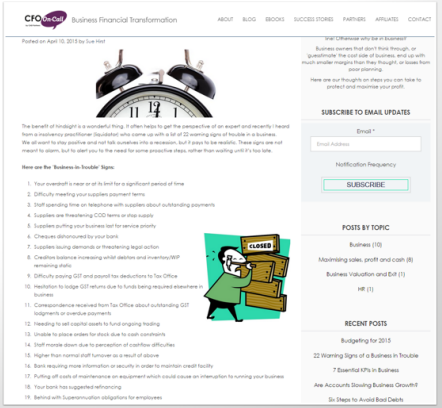
Apply what you've just learned –
in examples, exercises or getting into the HubSpot tool.

CFO On-Call
by CAD Partners

Financial services advisory group that help business owners in Australia and New Zealand.

BLOG POSTS

- "22 Warning Signs of a Business in Trouble"
- "9 Keys to Small Business Growth for 2014"
- "8 Ways to Improve Profit in a Business"



EXAMPLES OF THE GOLDEN CIRCLE IN HUBSPOT ACADEMY TRAINING

1. Why you need buyer personas
2. How to create buyer personas
3. What buyer personas look like

STEPS FOR CREATING YOUR TRAINING



Use the Why-How-What framework.



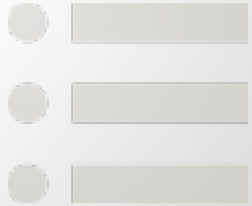
Create a backwards plan.



Frame training with the inbound fundamentals.



Use examples.



Set an agenda.

WHAT IS BACKWARDS PLANNING?

A method of designing educational curriculum by setting goals before choosing instructional methods and assessment.

WHY USE BACKWARDS PLANNING?

- It’s a way of beginning with the end in mind.
- It will help provide a better focus for each class.
- By having a backwards plan, we can assess if someone has retained the knowledge that they just learned through video.

EXAMPLE

You are a hockey coach deciding what to do during practice.

Which drill do you choose?

STEP 1: IDENTIFY THE GOAL

This is the **purpose** of your training.

Your goals are the big-overarching questions that you want to answer.

Goal: How can players communicate better?

STEP 2: WRITE OUT THE OBJECTIVES

The objective should **be measurable.**

Your objectives should align with your goal.

Objective: Players will be able to call out to each other on the ice.

Use **action words** from Bloom's Taxonomy.

Use clear action verbs – don't use "know" and "learn" and "understand".

Action Words for Bloom's Taxonomy					
Knowledge	**Understand**	**Apply**	**Analyze**	**Evaluate**	**Create**
define	explain	solve	analyze	reframe	design
identify	describe	apply	compare	criticize	compose
describe	interpret	illustrate	classify	evaluate	create
label	paraphrase	modify	contrast	order	plan
list	summarize	use	distinguish	appraise	combine
name	classify	calculate	infer	judge	formulate
state	compare	change	separate	support	invent
match	differentiate	choose	explain	compare	hypothesize
recognize	discuss	demonstrate	select	decide	substitute
select	distinguish	discover	categorize	discriminate	write
examine	extend	experiment	connect	recommend	compile
locate	predict	relate	differentiate	summarize	construct
memorize	associate	show	discriminate	assess	develop
quote	contrast	sketch	divide	choose	generalize
recall	convert	complete	order	convince	integrate
reproduce	demonstrate	construct	point out	defend	modify
tabulate	estimate	dramatize	prioritize	estimate	organize
tell	express	interpret	subdivide	find errors	prepare
copy	identify	manipulate	survey	grade	produce
discover	indicate	paint	advertise	measure	rearrange

STEP 3: CREATE ACTIVITIES

What will your students do in order **to achieve** the objectives?

Activity: A passing drill – in order to improve players communication, you can only pass the puck if you call out the name of the receiver and they respond.

STEP 4: FINISH WITH THE ASSESSMENT

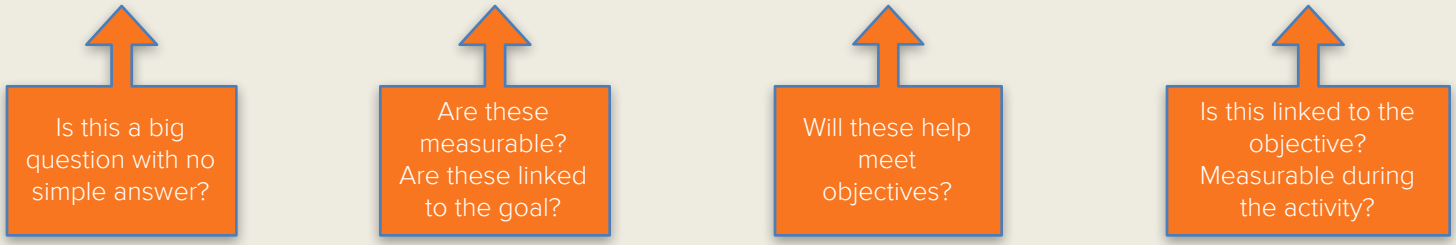
This allows you to prove that your students **achieved an objective.**

The assessment must be measurable and aligned with objectives.

Assessment: Players are able to complete vocal passes to each other.

IN-PERSON TRAINING: INBOUND FUNDAMENTALS

Goal	Objective	Activity	Assessment
What are the fundamentals of inbound success?	Customers will be able to articulate who their primary buyer persona is	Customers will role play as their primary buyer persona with another peer and answer questions regarding role, goals, problems, and activities	Customers can fill out a buyer persona worksheet with details



ONLINE TRAINING: INBOUND FUNDAMENTALS

Goal	Objective	Activity	Assessment
What are the fundamentals of inbound success?	Student will be able to interpret the different stages of buyer's journey	2-3 test questions on the buyer's journey	Student can answer the test questions correctly

Is this a big question with no simple answer?

Are these measurable? Are these linked to the goal?

Will these help meet objectives?

Is this linked to the objective? Measurable during the activity?

STEPS FOR CREATING YOUR TRAINING



Use the Why-How-What framework.



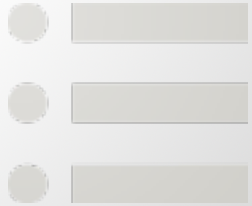
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Frame training with the inbound fundamentals.



Use examples.

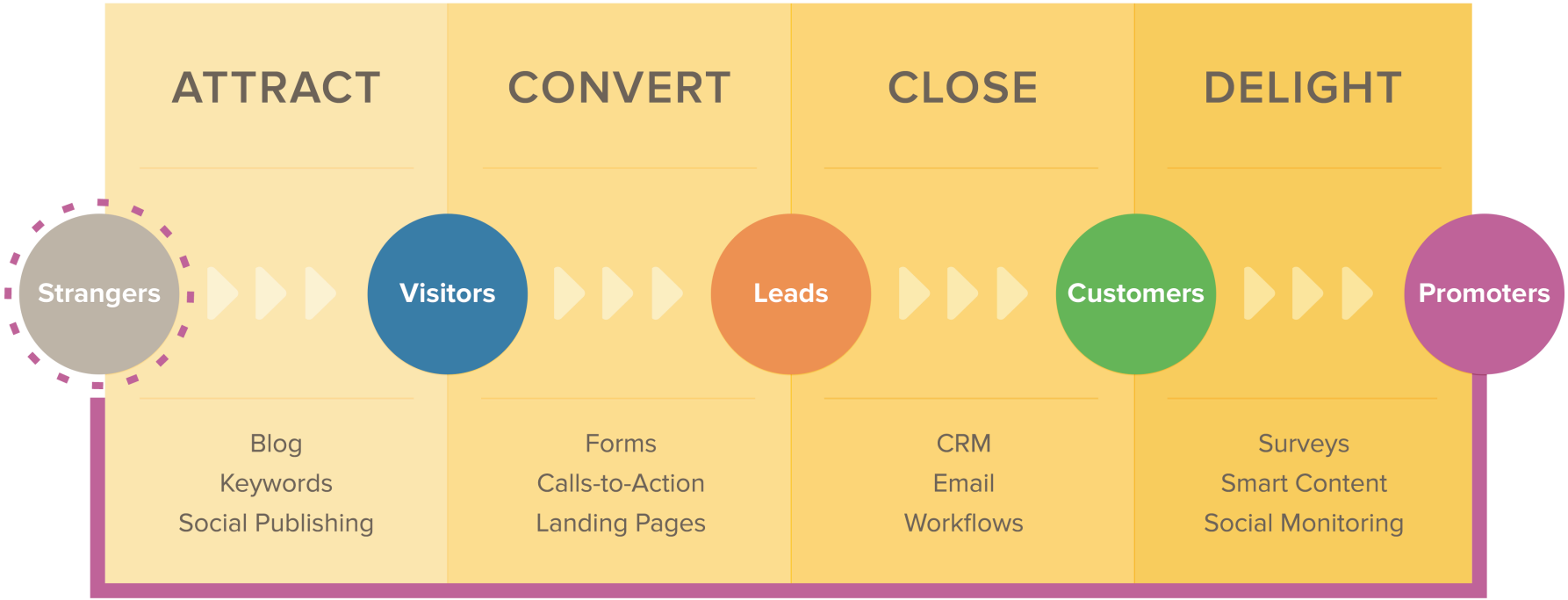


Set an agenda.

THE INBOUND FUNDAMENTALS

- Inbound methodology
- Buyer personas
- The buyer’s journey

Inbound Methodology



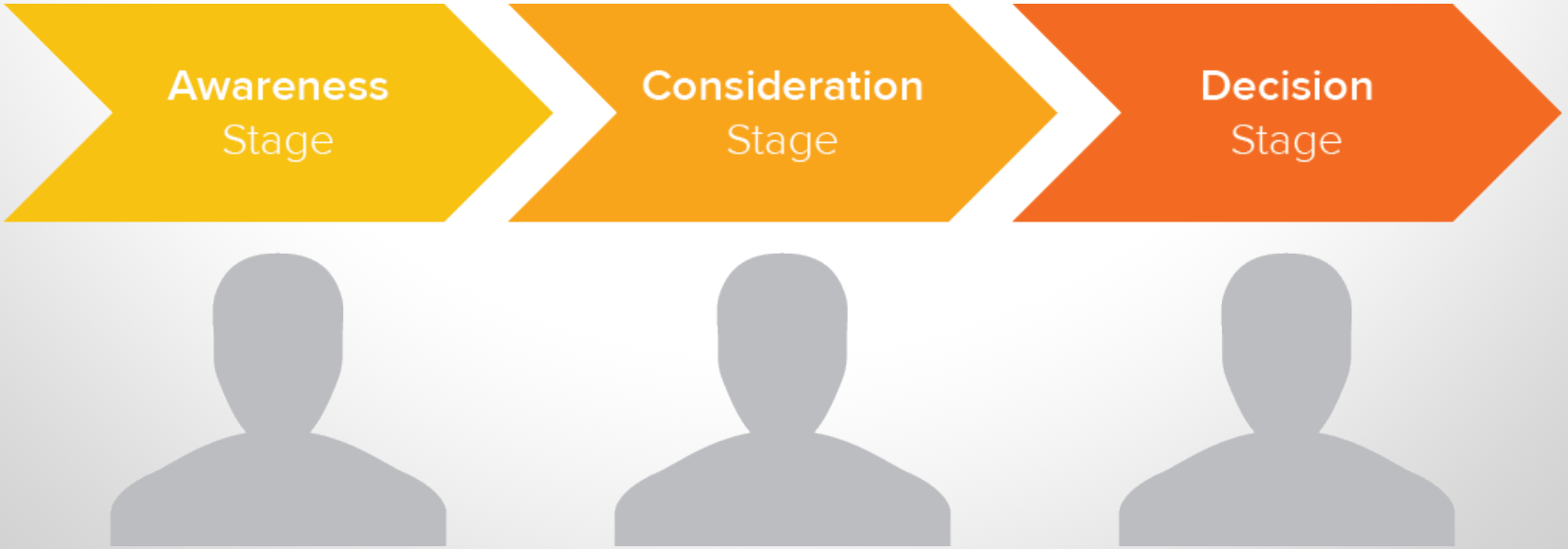
by HubSpot

BUYER PERSONAS

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.



THE BUYER'S JOURNEY



STEPS FOR CREATING YOUR TRAINING



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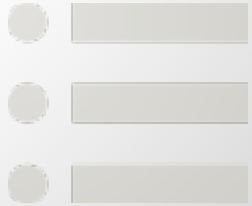
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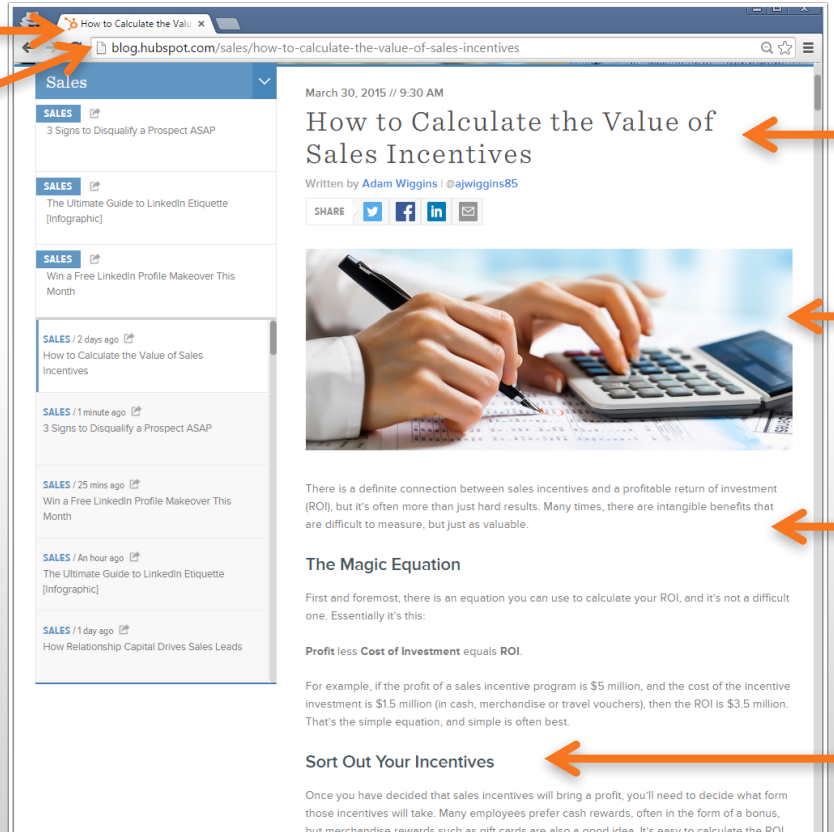


Set an agenda.

Use examples in your slides to illustrate the points you're making.

Is it in the page title?

Is it in the URL?



Is it in the post title?

Is it in the image alt-text?

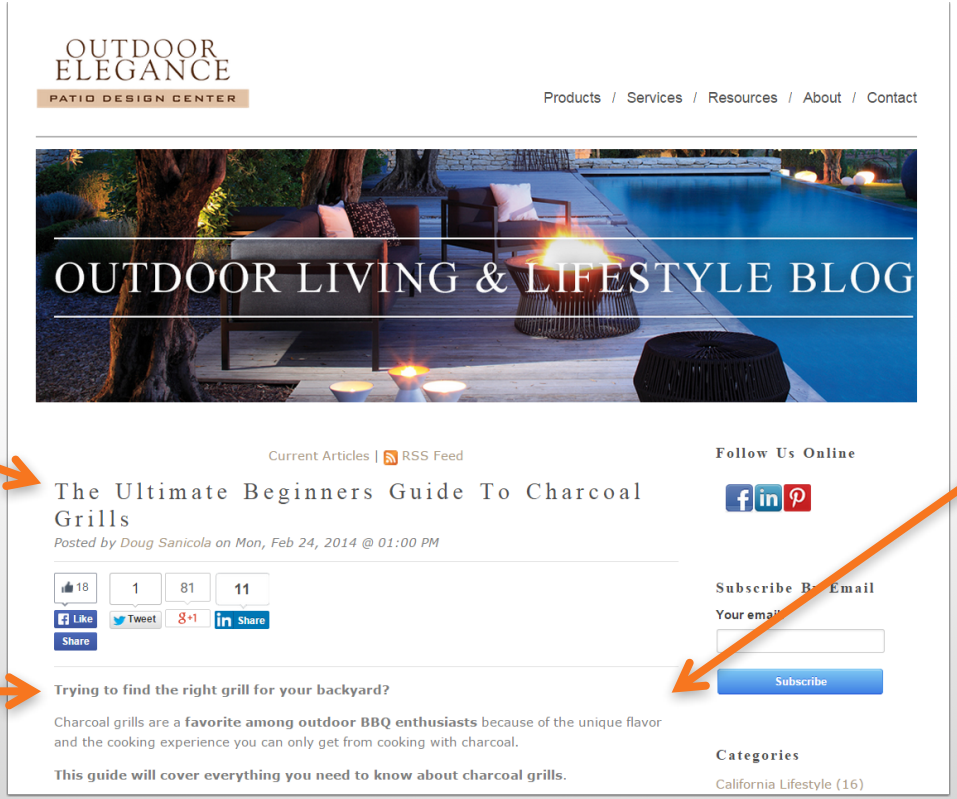
Is it used naturally in the body?

Is it in the headers?

Delve into real examples and analyze them.

Educational subject

Topic their buyer personas want to hear about



Writing about their industry, not themselves

Ask for **permission.**



STEPS FOR CREATING YOUR TRAINING



Use the Why-How-What framework.



Create a backwards plan.



Frame training with the inbound fundamentals.



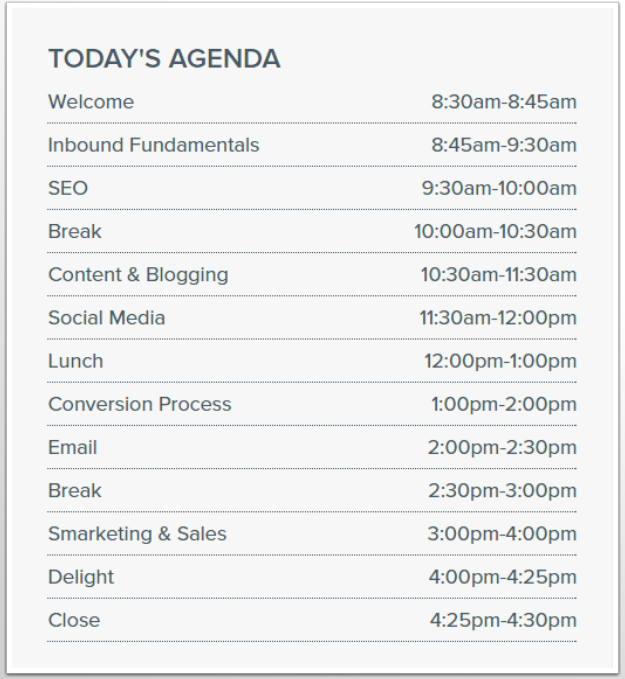
Use examples.



Set an agenda.

Set an agenda for your course.

No matter how long or short your training is, an agenda will help you structure your course and help your students stay on track.





If training is over an hour, **include breaks.**



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THANK YOU.

HubSpot Academy