

# Job Aid: Introductions (Provide an Advanced Organizer)

- Questions**  Questions alert learners to look for the answers. Use questions with adult learners to arouse interest and focus attention.

*Example Introduction from a module entitled, "Harnessing Motivation," part of a Train-the-Trainer course.*

One of the more neglected areas in training deals with the very basis of any human endeavor. What is it that motivates adult learners? What makes them think? What makes them take action?

- Rationale**  A rationale explains how the learner benefits from reaching the instructional objectives. It helps the learners answer the question, "What's in it for me?"

*Example Introduction from a Supervisory Training module entitled, "Risk Assessment."*

One of your more important duties as a supervisor is assessing the risk associated with various issues and situations that subordinates in your department may encounter. Risks associated with how time is spent, costs, employee safety, or possibly even legal matters are yours to manage. This module provides a simple model to help you decide when to handle issues or situations yourself and when to ask others for help.

- Overview**     An overview explains what the module will be about. It tells (or shows) learners which topics will be covered. It can also describe the activities that the learner will be doing.

Use an overview when **one** of the following is true:

- Content is complicated.
- The module takes over four hours to complete.
- Learners would benefit from seeing a road map of the content or activities.

***Example Introduction from a Sales Training module entitled, "Corporate Sales Models."***

This module will provide you with three corporate sales models you can use to increase the number of sales you make from your client contact base. The three models you'll learn about throughout this afternoon include a needs-based, benefits-based, and goals-based sales models. Each model can be particularly helpful in guiding your actions during the introduction stage through the closing stage. At the end of the module, you will have a chance to practice using each sales model during a role play situation, and the class members will evaluate how well you adapt the steps in the model to the particular sales situation at hand.

- Interest Grabber**     An interest grabber is a relevant story or anecdote that:
- illustrates a problem that will be addressed in the instruction and makes a teaching point

Use an interest grabber when it:

- Is relevant
- Is something everyone can relate to
- Contributes to the learning

**Example Introduction from a Product Training program for new sales representatives.**

An experienced sales representative was about to demonstrate a new air freshener product. The nozzle on the can was facing the wrong direction and the sales rep sprayed the air freshener into a customer's face. Luckily, the customer was wearing glasses so no one was harmed. You can easily see how a serious injury could have occurred while demonstrating a simple product. In this unit, you will learn six steps for avoiding potentially harmful accidents during new product sales presentations.

- Analogy**    □ An analogy compares the new information that will be learned to something similar and familiar to the learners. Use an analogy with adult learners to take advantage of their wealth of experience.

**Example Introductions from a module on photography entitled, "Photographic Composition."**

In module three, Photographic Composition, we will explore six guidelines for better composition. It was Confucius who said, "A picture is worth a thousand words." But if this is true, then why don't you keep every picture you ever take? A picture can be worth a thousand words only if it is properly composed.