

RED BEAR
NEGOTIATION CO.



TRAIN-THE-TRAINER
Executive Overview

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The Strategic Challenge: Keeping pace with corporate training demands

Today's Learning and Development organizations are counted on to provide high-quality employee and management training along with unmatched leadership development to achieve and maintain corporate advantage in a highly competitive economy.

In order to meet this challenge, L&D leaders must overcome near-constant pressure to quickly develop and effectively deliver a wide array of training solutions. When critical training is needed, L&D teams need to be able to quickly turn to a proven solution.

Developing high-impact programming is often a time-consuming process with numerous risks. The challenge is clear: to stay ahead of demand, your team needs to be ready to deliver a proven system that delivers immediate impact to your company's bottom line.

A Profitable Opportunity: Train-The-Trainer Instructor Certification

Train-The-Trainer expands your training solutions with a proven system used by more than 25% of Fortune 100 companies over a span of 30 years to transform their teams into world-class negotiators. Your team will learn to deliver powerful concepts, skills, technology, and tools for negotiating more profitable agreements and stronger business relationships.

Our *Train-The-Trainer* Workshop follows a comprehensive process that prepares your in-company instructors to deliver high quality RED BEAR programs with confidence and professionalism. Our unique and powerful negotiation system:

- Is based on leading-edge university negotiation research, refined through years of successful program implementation at major corporations worldwide;
- Builds “gut level” comprehension of competitive, collaborative, and creative negotiating skills by immersing participants in engaging, powerful negotiation simulations;
- Provides an opportunity for participants to develop plans for applying their new skills to real world deals, and to share best practices for getting better results; and
- Provides traditional classroom and virtual instructor-led options, supported by user-friendly online tools and management coaching support.



The Ideal Fit

RED BEAR's *Train-The-Trainer* (T3) program is ideal for global corporations, typically with Corporate University or Learning & Development functions looking to expand the offerings delivered by in-house trainers in either a live or virtual setting. RED BEAR's Master Trainers have developed guidelines to aid in the selection of ideal instructor candidates. Instructor candidates should be well-balanced in all aspects of instruction, and able to demonstrate strengths in the following areas:

- **Successful training experience**
- **Experience in behavioral training**
- **“Stand up” classroom skills**
- **Translate workshop content into key business issues**
- **Deliver courses “as designed,”**
- **Role model of workshop**
- **Representative of management’s “message”**
- **Experience using the workshop skills and principles**

4 Step Certification Process

RED BEAR's *Train-The-Trainer* Instructor Certification process provides end-to-end guidance and support to successfully prepare your instructors to deliver RED BEAR's negotiation programming.

Step 1: Participate in or observe a negotiation training workshop to experience how RED BEAR instructors successfully deliver discovery-based techniques to support transformational change.

Step 2: Prepare for the T3 workshop by reading appropriate background materials, reviewing the Leader Guide and Participant Workbook, and preparing assigned sections of the program to lead during the workshop. Preparation usually takes 40-60 hours.

Step 3: Complete the T3 workshop by learning key concepts and practicing delivery techniques with your RED BEAR Master Trainer. Demonstrate understanding of and confidence in facilitating workshop sessions with concentration on areas for improvement prior to solo delivery or co-training.

Step 4: Deliver a negotiation training workshop demonstrating proficiency in all elements of the Instructor Certification Evaluation Criteria or deemed able to meet requirements after addition observation or co-training opportunities.

Certification is for a period of one year and can be maintained by delivering the program at least four times each year, to a minimum of 80 participants annually.



Length of Program

Train-The-Trainer Instructor Certification is typically completed within 6-8 weeks and begins with scheduling dates for the *Train-The-Trainer* Workshop. Workshops require at least 2-4 weeks of candidate study time for successful completion.

Workshops can accommodate 1, 2, or 3 instructor candidates at a time. Single instructor candidate workshops are completed over the course of 3 days. Multiple instructor candidate workshops require 4 days to complete.

Each instructor candidate is also scheduled to attend the program as a participant prior to the *Train-The-Trainer* Workshop, preferably about four to five weeks before the *Train-The-Trainer* Workshop.

Timing	Activity
Prior to scheduling Train-The-Trainer	RED BEAR helps assess your needs and outlines Instructor Certification Process steps and instructor selection criteria. RED BEAR's Client Fulfillment Manager (CFM) selects the best Master Trainer (MT) to meet your needs. RED BEAR MT introduces her/himself to your Instructor Candidate, schedules workshop, and clarifies roles and expectations.
2-4 WEEKS prior to Train-The-Trainer	Instructor Candidate receives study materials, consisting of <i>Train-The-Trainer</i> Workshop overview, agenda, Leader Guide and assignments.
Within 1 WEEK after Train-The-Trainer	MT discusses T-3 evaluation with you and your Instructor Candidate and identifies any areas requiring improvement. (A joint decision regarding the Instructor Candidate's viability is made.)
2 WEEKS after Train-The-Trainer	MT observes and/or co-trains Instructor Candidate's first program. (MT discusses the results of the program and makes the final evaluation.) We make joint certification decision regarding Instructor Candidate. (A "Go/No Go" decision to certify or proceed with a second co-train is made.)

ABOUT RED BEAR Negotiation Company

RED BEAR Negotiation Company is a global performance improvement firm dedicated to maximizing the profitability of the agreements negotiated with suppliers, customers, partners, and colleagues. Our work helps your organization reduce costs, increase profitability, manage risk, increase internal alignment and support achievement of other critical corporate goals. Our proven approach helps our clients achieve desired business results, and significant improvements in human performance.

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