

JEFFREY SECKENDORF

TRAINING CORPORATE TRAINERS

Jeff Seckendorf is a life-long educator – flight instructor, scuba instructor trainer, mentor to scores of up and coming film directors, and instructor on hundreds of film workshops. Jeff brings decades of training adults to companies looking for a simple, effective training program for their in-house educators.

Education is classically defined as effecting a change in student's behavior. Training your team to teach is a process. Jeff will give your trainers simple, repeatable teaching techniques they can apply to any intellectual property to create a class in which their students will be successful.

If you have a company, and you have the need for your employees to train your other employees or customers, then

you must give that trainer a methodology to present the material in a way the students can grasp. Sending your employee who has the best command of your product but without the skills to communicate the information does not set up your education program for success.

Jeff's training program gives your employees a simple set of tools on top of which they can teach any topic.

Jeff will train your educators to find the common ground with their students, either through study prior to a live class or during the class. Jeff focuses on building block education, starting with basics and building from



there, so each more complex topic is understood based on previous information. This guides a student from rote learning, to understanding, to application, and finally to correlation – the thinking stage.

Call Jeff to get your team on track to be the best trainers they can possibly be.

“Here is one of the most interesting things about training scuba instructor trainers: when an instructor trainer candidate gets to a point where he or she doesn't know how to teach their instructor candidates how to teach something, they fall back to the thing they know best – teaching diving. This does nothing to help the new instructor. All it does is turn a teaching class into a diving class.”

“I've always felt that I can teach anything – brain surgery, rocket science, auto mechanics – anything. All I need is the intellectual property; everything else is about the system of changing the behavior of a student.”



For More Information:
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