



# **Training Organization & Components**

PA LEADERSHIP DEVELOPMENT PROGRAM  
2017 STAFF CONFERENCE  
Mike Lovegreen



# PURPOSE OF TRAINING

- Identified Community/Audience Need (District Strategic Plan)
  - Strong interest / community support
    - (Lake Pond Mgt., Flooding, Local need)





# PURPOSE OF TRAINING

- District / Partner Identified Resource Need
  - Partner buy-in & support
  - Good perception & definition of need
  - Community support
    - (Dirt & Gravel / Low Volume Rds., Envirothon, Soil Health)





# PURPOSE OF TRAINING

- Available Funding

- Purpose driven by available resources / opportunity
- Not necessarily District / Community identified need





# PURPOSE OF TRAINING

- Regulatory / Programmatic Driven
  - Deliverables driven
  - Necessary for Compliance
    - (102/105, Nutrient Mgt., CBP)





# ESTABLISH TASK TIMELINE





# Getting The Audience

- “What’s in it for Me?” – essential to address this question
  - Economic returns?
  - Regulatory?
  - Funding opportunity?
  - Resource impacts?
  - Environmental liabilities?
  - Maintenance / management?





# Getting The Audience

- Take advantage of resource opportunities
  - Flood / storm events
  - Change in regulations
  - Resource crisis – drought, invasive species
  - Community identified needs – inquiries, desire for information

*"Life is filled with fantastic opportunities brilliantly disguised as impossible situations"*







# Getting The Audience

- **Publicity – appropriate to audience??**
  - Store front fliers
  - Newspapers / Radio / TV (cable)
  - WEB sites
  - Social Media
  - Going to “where they live”
- **Publicity needs to start early and be repetitive**



# Assemble Team & Identify Roles



- Purpose of Training
- Who & What Publicity
- Who and Where Registration
- Coordinating with Venues
- Trainers & Topics
- Materials Available & Need to Develop
- Materials Copying & Assembly
- Field Components and Landowner Coordination





# THE TRAINING

- Make material understandable to target audience
- Limit talking heads
- Work to engage audience
- Document feedback (flipcharts, etc.) – confirms that you heard them
- Real life situational application by real life presenters



# THE TRAINING

- Field component valuable if possible
  - Show and Tell
  - Real life application
  - Time to exchange thoughts in less formal setting
  - Have sufficient staff to cover audience
  - Audio enhancement may be needed
  - Know the site
  - Prepare overview documents of site as handouts



# THE TRAINING

- Good Presenters
  - Know their stuff
  - Enthusiastic
- Power Points
  - Avoid busy slides
  - Don't just read them – they are visual emphasis
  - Copies & handouts ???

TEAMWORK





# THE TRAINING

- Food?
  - Drinks at minimum
- Comfortable Venue
- Set up appropriate to topic & participation expectations
  - Discussion – in the round/square or “U”
  - Classroom – instruction

TEAMWORK



# THE TRAINING

- Size of training important – consider limits
  - Too big and people get lost in fringe
  - May need to hold multiple trainings
  
- Evaluations
  - Use them
  - Documents what worked and what didn't
  - Review with Team

TEAMWORK