

whitepaper

NO MORE BORING TRAINING VIDEOS!

By Dr. Travis Bradberry

It's a simple and pervasive truth of training: people learn when they're emotionally engaged. Most also think a training day is a vacation day, so capturing the audience's attention is the primary challenge of any trainer. How can we keep trainees interested while still getting the message out to them? With so many learning styles and interest levels in a room, this is easier said than done.

Movies possess an incredible power to teach and entertain an audience. Yet, the majority of training films are boring and one dimensional—they don't teach or entertain. Why?

The first obstacle is production quality. Trainees don't expect *Matrix*-style special effects in a training film, but amateur actors and lengthy monologues—the hallmarks of shoddy production—bore audiences to tears. Drop a vapid film into the player, and the credibility of your message will come into question.

People don't want to see bad actors pretending to be at work. Contrived footage leaves participants feeling that their intelligence has been insulted by false examples of how things happen in the "real" world.

This is where Hollywood comes to your rescue. Each year, hundreds of billions of dollars are spent worldwide on movies and television. The result is a vast archive of professional footage that can be mined for thought-provoking content. The right clip is a powerful tool to fuel group discussion via facilitator-led exploration of a concept.

Hollywood movie clips are especially powerful for teaching soft skills, such as emotional intelligence, in which the concepts can be difficult to understand without seeing them in action. Unfortunately, Hollywood movies are expensive to license, and can create tough transitions if you're swapping DVD's.

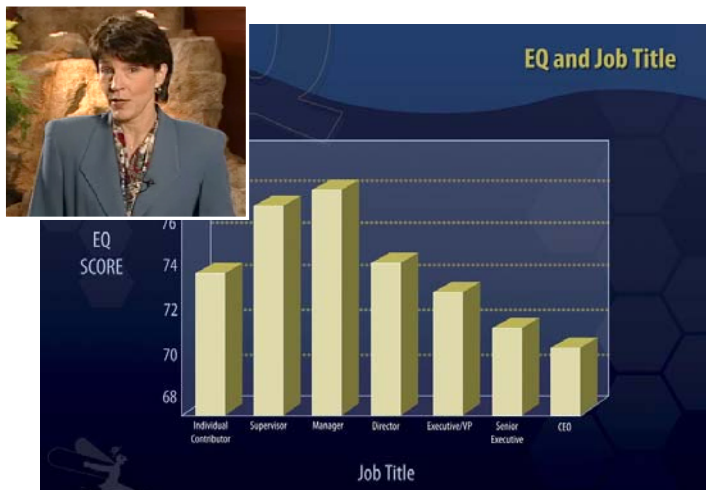


So, TalentSmart® created the BRAINS! training video with licensed Hollywood movie clips integrated into the presentation. Clips of your audience's favorite stars illustrate emotional intelligence in this 30-minute, Telly® Award winning video.



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Beyond fun, your message has to be credible if you want audience members to commit themselves to learning the skills you introduce. BRAINS! presents TalentSmart's findings from a global study of more than 500,000 people to reveal the powerful impact emotional intelligence has in the workplace. Coupled with brief, seamless narration, the pace is lively and interesting.

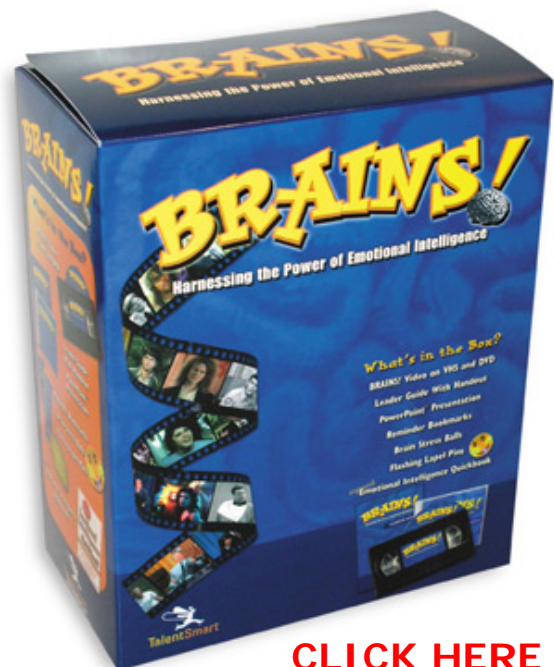


BRAINS! is packaged in an eye-catching box that contains all the materials you need to deliver a two- or four-hour training. BRAINS! includes the following:

- The movie in VHS **and** DVD formats
- A complete leader's guide
- A PowerPoint® presentation
- Reproducible participant handouts
- Foam brains, flashing lapel pins, and bookmarks as giveaways
- An author-signed copy of the best-selling *Emotional Intelligence Quick Book*.

Flexibility is the final, critical element of any successful training, and BRAINS! answers this challenge with four extra Hollywood movie clips you can play following the main presentation. They provide a great visual anchor for group discussions.

BRAINS! is already getting rave reviews, including the highest distinction given to a non-broadcast film production—the coveted Telly® Award. BRAINS! is a sure-fire way to know your audience won't leave the room asking the dreaded question, "Why did they make us watch *that?*"



**CLICK HERE
TO BUY BRAINS!**

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ABOUT THE AUTHOR:

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Dr. Bradberry is the president of TalentSmart® and a recognized expert in emotional intelligence, who speaks regularly on the topic in corporate and public settings. He is an avid researcher and has conducted several large-scale studies.

Dr. Bradberry is the coauthor of the *Emotional Intelligence Quick Book*, as well as the *Preferred Leader Assessment™* with Ken Blanchard. His work has been featured by *Newsweek*, MSNBC, *The Washington Post*, *Glamour*, *Health*, *Reader's Digest*, and major television and radio outlets including ABC, CBS, NBC, NPR, and FOX.

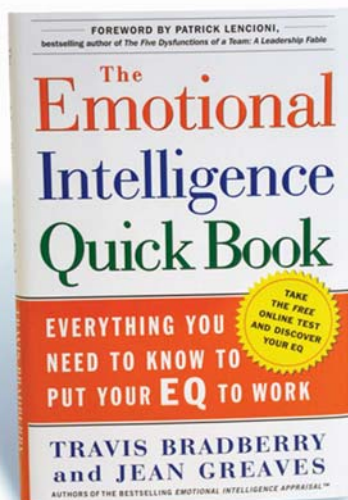
He holds a dual Ph.D. in clinical and industrial-organizational psychology and received his bachelor of science in clinical psychology from the University of California – San Diego.



About the Telly® Awards

Honoring the finest video and film productions since 1979, the Telly® Awards are presided over by a prestigious panel of 25 industry experts. Judges evaluate entries to recognize distinction in creative work, and consider more than 12,000 applications each year.

Recent Telly® Award winners include ABC News, the Discovery Channel, Miramax Films, HBO (*Curb Your Enthusiasm*, *Deadwood*, and *Six Feet Under*) and The History Channel.



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