



SUMMARY

Notes



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to view the video for the
section *The Summary*.

In this textbook *Becoming a Great Instructor*, we've shown subject-matter experts how to share their expertise with others, and explained the skills and attitudes necessary for a teacher to be effective in helping students understand and learn. The information presented was divided into six major areas, each of which included several major points:

Part 1. The Relationship

- You're transferring knowledge to change lives.
- It's all about them, inspire them.
- Get them involved, be sure to go the extra mile so they know you care about them.
- Have a good time; remember that the students will mirror you mood.
- Use real-life examples and be real so your students know they can connect with you.

Part 2. The Student

- Remember the five decision-making styles:
 - o Charismatics who get excited about what you're discussing and enjoy out-of-the-box ideas.
 - o Thinkers who are open to new ideas but are careful and methodical.
 - o Skeptics who are distrustful of information that doesn't fit their view of the world and will challenge the information you're sharing.
 - o Followers who rely on past decisions, take time to change their opinion, and are politically sensitive.
 - o Controllers who are unemotional, analytical, hate uncertainty, are inclined to follow their own ideas, and may be a little difficult.
- Remember the three learning styles:
 - o Visual learners who need to see your body language and facial expressions, and who learn best if from visual displays—65%
 - o Auditory learners who learn best through verbal lectures, discussions, talking things through, and listening to what others have to say—30%

- o Tactile/Kinesthetic learners are those who learn best through a hands-on approach, actively exploring the physical world around them—5%

Part 3. The Instructor

- The key elements of a great instructor are:
 - o Credibility and honesty
 - o Common ground
 - o Valuable information
 - o Understanding of emotion
- Command by your presence and poise; come in properly dressed, ready, and excited.
- Preparation is the key to success.
- Teach what they need to know—keep it simple!
 - o Make learning fun.
- Give it everything you have.

Part 4. Presentation Skills

- Eye contact enhances your presentation.
- Use humor carefully.
- Move around the class with purpose; don't stay in one place and don't sit down.
- Use peoples' names.
- Use student participation to gauge whether or not they're engaged and involved.
- Be politically correct; don't become involved in personal opinions.
- Use the 75/15 rule which is 75 minutes of lecture followed by a 15-minute break.
- Don't continuously talk too fast or too slow; vary the speed at which you speak to drive home a point.
- Change the pitch and intensity of your voice to better communicate excitement, anticipation, and authority.

Part 5. The Classroom Setting

- Capture your students' imagination before you start; before they even walk in the door.
- Use the most professional facility you can.
- Room temperature will effect attention span—too hot, too cold, just right.
- Set up the room in a classroom style with tables—you don't want something set up in a theatre style or a room designed for 20 people that contains 80 chairs.
- Select the correct audiovisual equipment for the venue.
- Be prepared for equipment failure by having spare projector bulbs, backups of your presentation file(s), and anything else you can think of—anything can happen.
- Use a platform when necessary.
- Provide water, coffee, tea, and soda so people can be comfortable.

Part 6. The Presentation

- Make the most of the first few minutes.
- Make eye contact.
- Make friends.
- Use a schedule for breaks and return on time.
- Have an absolute plan and be sure to have a beginning, middle, and end to your program.
- Understand the students' needs and welcome questions and comments.
- Pace yourself.
- Use evaluations to learn to communicate better with your audience.

Congratulations!

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You're now ready to go out and be a **Great Instructor**. You've learned the basic skills and attitudes, and from this point on, it's like anything else in life—practice makes perfect. The more presentations you give, the more comfortable and effective you'll become, and the more your students will learn.

Here—in no particular order—are a number of important presentation tips and techniques that were covered in this course. Use these until they become second nature, make them your own, and you'll be taking it to the next level.

- Make an honest effort to involve all of your students. Answer questions *graciously*. Every question you receive is an indication of interest. *Welcome it!* When questions arise, your body language comes into play. Listen with your eyes and make sure they stay fastened on the questioner.
- Project your voice and yourself forcefully and with empathy.
- Put yourself in your students' shoes and get inside their minds before you begin. Be sensitive to any references to age, gender, race, and so on. Remember that you're building long-term relationships.
- Never turn your back on the audience.
- Close your presentation *strongly*. Ask your students to do something significant and leave a message for them to remember.
- Don't make it difficult for your students to follow you. Keep coming back to your point and be sure it's clear. Instructions that are specific are always more successful than those that are open-ended. Keep looking for ways to crystallize issues so you can reach complete agreement. Have a good time and demonstrate that you really enjoy the topic. If you have a sense of humor, it will blossom when you feel you really know your subject.
- Keep an eye on the audience and move around. Read your students' body language and don't be afraid to call a break. If you have a person who can't seem to get comfortable, pick up the pace and move on to the next topic. If you have a student who keeps looking up, gawking around, looking at their watch or clock, then there's a concentration problem. If there are smiles and heads that nod in agreement, you're on the right track.

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- State your point early because people don't want to be held in suspense for very long. Say it, show it, and sum it up quickly. Make clear to the students what's expected of them. Brief them on what's going to happen, how long it will take, and what you expect them to do. Take nothing for granted, and assume nothing. Make everything clear right up front. Don't allow yourself to be distracted and move off the topic; stay within the scope of your presentation.
- Localize your presentation, personalize it, and relate it to your audience.
- Take control of the class and direct traffic. Don't let the big talkers clobber the people who can't get their thoughts out. Watch for "the barometer student." There's usually one person who reacts more quickly than the others. Let that person help you anticipate the overall relations of the class.
- You must always be *for* your students. You're on *their* side—first, last, and always.
- When you make a mistake, admit it and apologize.

Good luck and remember that the work you are doing is changing lives. The job of a great instructor is to make a difference in the lives of their students. Enjoy the journey.