

# HOW CENTER STAGE IMPROVES SEMINARS AND TRAINING



Center Stage improves the effectiveness of curriculum designers and others who create seminars, workshops, webinars, and other educational programs. For example, the units on the psychology of holding audience attention, coupled with high content retention, are invaluable. These sections alone result in greater audience understanding and engagement .

## EXAMPLE

A training team in a Fortune 500 company presented a communications training program that was so intense one participant literally had a seizure before the team realized their mistake. After Center Stage, the team learned how to create programs that were content-rich, encouraging, and nurturing, and recognized how their previous program was filled with moments of misplaced effort.

## CENTER STAGE TIP

Sometimes in a heartfelt moment of communication during a seminar or workshop, tears can well up in a participant's eyes – male or female. Whether for sneezes or tears, a box of tissue in a training room is as welcome as a white board and markers. Handle tears with the same level of compassion and respect as a sneeze. Neither make a big deal of it nor ignore it. It's a passing moment and a normal part of being a human being.