

TTN Certification Committee- Trainers Marketing Products Brief

June 4, 2012

What in the video stands out for you?

- Terry Bergdall: testimonials
- Catherine Tornbom: The quality of the filming - outstanding. The professional feel lends credibility.
- Suzanne Esber: the diversity and clarity of the testimonials
- Nancy Jackson: Diversity of faces - race, ethnicity, gender, age
- Catherine Tornbom: The range of the speakers - age, ethnicity, consultant, staff
- Suzanne Esber: Dionisio's comments!
- Marilyn: the diverse testimonies
- Alisa Oyler: The images on the sticky wall during the 'action shots' - never seen those before!
- Suzanne Esber: Seeing the class in action
- Penny McDaniel: The heart felt comments of the people in the video
- Mary Flanagan: Closing line . . . when people are on the other side of that, they become masters!
- Kathy McGrane: The number of great testimonials
- Sunny Walker: Quality sucked me right in - and people were so authentic.
- Mary Flanagan: good breadth of ages, sexes, races, accents, etc
- Suzanne Esber: the great photography!
- Kathy McGrane: the beautiful room set-ups for the MToP courses
- Nancy Jackson: Conversation is deeper than the techniques of the technology. Describes something fundamentally different.
- Molly Shaw: The many ways that MToP participants have applied their learning
- Beth Glommen: I liked the images of the ToP books
- Nadine Bell: The visual components and the mix of people and other visuals.
- Nancy Jackson: Right length
- Dionisio Salazar: Transformation impact of the training.
- Catherine Tornbom: The participants engaging in conversation naturally - no self-conscious glances at the camera.
- Molly Shaw: The variety of faces - youth, gray hair, diverse cultures represented
- Jean Watts: Multiple faces and testimonials
- Nancy Jackson: Women were in the class - men were the ones interviewed.
- Erness Wright-Irvin: The new logo - with the words "From Success to Significance"!
- Nancy Jackson: Agree with Erness - the poster is nice!
- Lynda Baker: Clear sense of collegial community
- Nadine Bell: The diversity of the people and professional focus represented
- Erness Wright-Irvin: The diversity of speakers in support of this journey - smiling faces around the tables. Folk that I all recognize!
- Deb Burnight: Intergenerational.

Suggestions or recommendations for the use of the video?

- Kathy McGrane: The music over powered the voices in some places
- Kathy McGrane: Voices need to be in sync with the lip movements
- Alisa Oyler: More background footage of participants facilitating - especially during testimonials on 'confidence boosting quality of MToP'
- Marilyn: let's put it on the ICA website and all of our websites that publicize courses
- Beth Glommen: Great to have a link on local and national web sites to the video

- Suzanne Esber: show at community of practice and Strategic Planning trainings
- Jim Wiegel: Followed the link, had to do 3 clicks and some scrolling before I found MToP, is that too many??
- Sunny Walker: Local Facilitator Exchange (maybe in the "networking" piece so not a "hard" sell - that's not needed because it sells itself!
- Beth Glommen: Could be used at the TFM classes too
- Molly Shaw: Would like to see some footage of action planning practice with real clients from MToP
- Penny McDaniel: To promote MToP or even the community of ToP Facilitator's and Trainers and use it on ICA's and local groups websites
- Catherine Tornbom: Make sure the link is embedded in as many websites as possible - not just ToP Trainers, but also clients, fans, friends, etc.
- Nadine Bell: The visual and audio tracks were out of sync.
- Marilyn: use in the advert section of every TFM
- Suzanne Esber: are there some education sites that this could be posted on?
- Lynda Baker: sending a link to graduates of classes to let them see options for the future
- Mary Flanagan: having it on websites is a great idea. I'm not sure showing it at the end of a TFM is appropriate
- Alisa Oyler: A national 'release party' of the video - comes with detailed contact information to follow up with ICA / local trainers / and potentially willing MTOp graduates willing to vouch for the program to prospective students.
- Catherine Tornbom: The visual and audio tracks were perfectly aligned in my viewing.
- Nancy Jackson: TFM class - take time to do the promo - will lend credibility to the bigger picture
- Nancy Jackson: Add to our websites
- Deb Burnight: Include more male faces earlier...seemed to be predominantly female in the beginning.
- Erness Wright-Irvin: Yes, Nancy - Agree to add links to our websites!
- Nancy Jackson: Something on the National Call coming up

What was helpful in this call today?

- Kathy McGrane: You helped me to know what is new
- Mary Flanagan: well organized agenda & script. You all are pros!
- Nancy Jackson: Completed products.
- Mary Flanagan: Opportunities to provide input
- Mary Flanagan: The ability to click on the link to the video
- Molly Shaw: Getting a glimpse and a download of new marketing materials we can use locally
- Nancy Jackson: TFM update
- Deb Burnight: To hear and view the new and exciting stuff that's happening.
- Beth Glommen: To see the video and the flyers - THANKS!
- Sunny Walker: Nicely done - good setup and pacing - lots of good new stuff and opportunities to weigh in.
- Linda Alton: Hearing 24Trainers voices!
- Penny McDaniel: Seeing the quality of the new marketing materials and availability to us
- Mary Flanagan: What a fabulous way to share the excitement & energy of the Network! A good model for other teams.
- Lynda Baker: grateful to reconnect and learn of all these great products
- Erness Wright-Irvin: Sense of positive & strong movement in ToP marketing thrust! Thanks to Kim B's talents & all ToP trainers & interviewees! Wow!

- Suzanne Esber: having such a quality video and flyer to promote MToP! Thank you all for the work on this
- Mary Flanagan: the announcements of the invitation
- Beth Glommen: Thanks for staying on time!
- Nadine Bell: It was great to see the wonderful fruit of your labors!

What would you change to improve for our next call?

- Kathy McGrane: It was all wonderful
- Mary Flanagan: make sure everyone really understands how to mute their phones
- Molly Shaw: It was a lot to absorb - but I managed to download the tools
- Beth Glommen: Keep intro's even shorter
- Erness Wright-Irvin: yes - shorten check in comments to 15 seconds each might help!
- Beth Glommen: Is there a way to get the "colors" for the Top logo for flyers?
- Lynda Baker: utilize the many features of adobe connect for versatility of participant engagement - excellently done today thank you
- Alisa Oyler: Only if there is more time - some way of responding to / explaining how 'suggestions' will be addressed.
- Catherine Tornbom: Perhaps a shorter intro question or none at all. Name and location is about right for a large group.
- Sunny Walker: To Alisa's point, you could do a Groupsite blast with the notes from here AND what is next to address comments and keep moving forward.
- Suzanne Esber: the ToP "look" is taking shape and becoming more consistent, if we could all use the colors and templates for flyers it certainly would help brand us better
- Nadine Bell: Agree with the comments on shorter intro. Would rather spend the time on the meat of the meeting.
- Sunny Walker: We are learning how to do this quite well and as participants, we are also much better. It worked for me to take out my cell phone earplugs and put on my computer headset for the video - very clear - then came back. Not sure what would have happened if I'd been using audio for both through the computer. Just something to play with and learn.

What other Trainer Topics would you like on another call?

- Kathy McGrane: Ideas on in-house training
- Kathy McGrane: Looking forward to the new TFM training manual
- Mary Flanagan: How about other task team updates?
- Molly Shaw: Get a glimpse of the revisions in the Trainer manuals before they are complete for input
- Sunny Walker: Definitely more calls - tracking the new instructor manual would be great.
- Elaine Stover: Share options for trainings
- Deb Burnight: Yes! More trainer calls. Perhaps we could discuss training innovations.
- Suzanne Esber: highlights of the new trainers manual as they are coming in
- Penny McDaniel: New ideas and activities when training ToP
- Alisa Oyler: One of these about the training innovations being vetted for the trainer manual would be great.
- Erness Wright-Irvin: Agree with Deb - a call sharing training innovations would be very helpful to many trainers...
- Beth Glommen: ideas on what others use for the ORID demo conversation.
- Mary Flanagan: Having this sort of focus allows for the energy of the group to shine. It's contagious.

- Dionisio Salazar: Videoconferencing as a tool for training.
- Suzanne Esber: an introduction and update to the Customer Fulfillment process, this would be very helpful if we could use a trainer call to keep everyone informed and aware of this upcoming change/improvement
- Sunny Walker: Ditto Suzanne!
- Catherine Tornbom: Shortening the apprentice trainer path.
- Catherine Tornbom: But no less pithy!
- Sunny Walker: How we are using (or could use) Social Media to promote ToP - not just FB and twitter, but linking them all including LinkedIn, Pinterest, cell phones...amazing options.
- Nadine Bell: All of these topics suggestions are great. And allow us to share information and provide input. Another important benefit is that they build community.