

Trainers, Facilitators, and Keynoters – understanding the differences

If we are to be effective in our roles as presenters, it is important to understand the similarities and differences that encompass the three major functions played by our members. Some years ago, a bunch of us sat and discussed just that. Can't remember who all was there, but here is a summary of some of the notes I found from that discussion. Understanding the role helps you prepare more effectively to deliver it with confidence and impact.

TRAINING

Desired result:	acquire, build or enhance 'success' skills
Communication style:	2-way between speaker and audience – interaction carries audience
Energy flow pattern:	between trainer & audience, and among audience participants
Learning style:	primarily thru activity, discover and interaction
Attention focus:	shared focus between audience and trainer
Critical success factor:	new skill set, or behavior learned, plus commitment to apply or use it back home or on the job – Ideas At Work!
Presenter brings	expertise in subject matter, skills (adult learning design of training) Patience, explanation/demonstration/feedback abilities

FACILITATION

Desired result:	bring group to a point of self management of its own processes to achieve the results it chooses or desires
Communication style:	normally among group members themselves
Energy flow pattern:	generated by, and maintained by, group – boosted from time-to-time, by the facilitator
Learning style	occurs thru interaction, experimentation and self-assessment
Attention focus:	group themselves – facilitator is there to assist them!
Critical success factor:	group owns/takes responsibility for its solutions/decisions, fresh awareness of its nature, processes, and greater openness & trust
Presenter brings	sensitivity to people and climate, here and now awareness, focus, willingness to intervene, challenge, teach, flexibility, patience

KEYNOTING

Desired result:	motivate or inspire to action, provide context/meaning, set theme
Communication style:	1-way, speaker generally carries the audience
Energy flow pattern:	speaker to audience (more energy in short time – pushed)
Learning style	occurs silently, individually, in the audience's head and heart
Attention focus:	the speaker, their message and their delivery
Critical success factor:	a few key points – reinforced and driven home!
Presenter brings	high energy and commitment, mastery of the platform, ability to evoke feelings, challenge thoughts, and assumptions, and willingness to challenge audience to think, and to act!

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Bob 'Idea Man' Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include '**Legacy of Leadership, Strive for significance – lead on purpose!**', '**Speaking for Success**' and '**The Courage to Lead!**' His articles have been featured in a multitude of North American trade and global consumer publications. He

*is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.*