

'CERTIFIED CLASS'



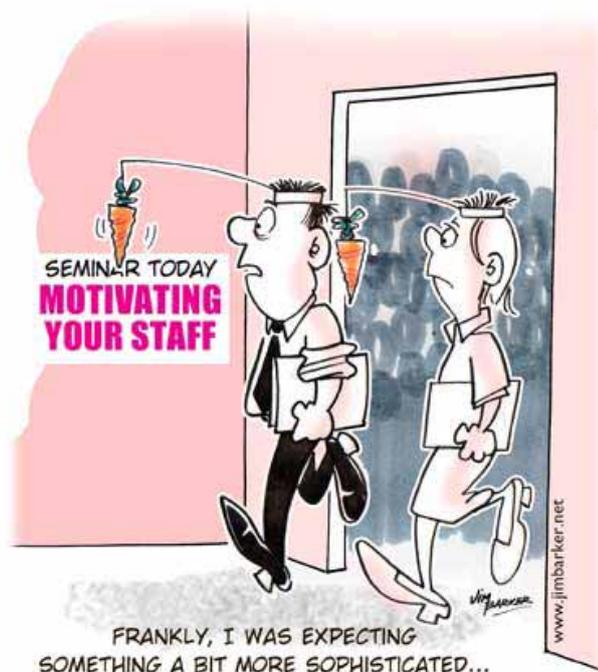
Foundation International Board of Certified Trainers PO Box 12084, 3004 GB, Rotterdam The Netherlands
 www.ibct-global.com info@ibct-global.com ~ The quality standard in training since 1988 ~ Phone +31 (0)10 5192150

Train Your Brain

Once training needs are identified you will need to concentrate and be very selective in choosing your Goal and Objectives. No matter how tempting a theme may be, you will need to focus only on relevant information and skills that serve your objectives best.

By Dr. Amanne Esmael CT

Recently I came across a wonderful book by John C. Maxwell "Thinking for a Change". He is an internationally recognized leadership expert, speaker, author, and founder of organizations concerned with leadership development in over 80 countries. Maxwell enjoys a vast experience that has enabled him to appreciate the value of *Good Thinking*. In "Thinking for a Change" he helps us understand this value and to realize the impact *Changed Thinking* has on our lives. He explains in a very *easy to understand*, logical and graduated way how Changing our Thinking changes our beliefs. This in return changes our expectations. Positive expectations bring a positive attitude that changes our behavior. Put into habit, our changed behavior changes our performance; and that is our breakthrough to a changed and better life. So if you aspire to a better life, for you and your trainees, the success prescription would be, get into full gear, and Train Your Brain to its full (*infinite*) capacity.



In this issue:

Train Your Brain	1
Calimero's effect	3
IBCT present at ASTD 2011 Orlando, Fl., USA	7
New director IBCT Europe	7
New training centers certified in the Middle East	8
Certification: What's in it for me?	9
Quality assurance in education	10

The genius in Maxwell's book, is not in telling us what to think to be good thinkers with full command on our lives (with all its activities); it actually lies in the fact that he shows us how to master the process of *intentional thinking*. It starts from creating a proper environment for the birth of thoughts, to nurturing, developing and multiplying them.

Maxwell then takes us on a journey through his practical guide (hands on training) to 11 Thinking Skills that we all need to Succeed.

More on page 2



With each skill he tells us what we benefit through acquiring such skill and how we can acquire and develop it. He then poses a few questions that you answer and hence create your own action plan for this skill.



Maxwell is a realistic thinker and at the end he advises us to spend 80% of our time doing the type of thinking we do best and 20% on what we fairly do. However if you are poor in or lack a skill get someone on your team who does it best and enjoy the benefits of shared thinking.

Now let us look at these 11 thinking skills from a training perspective, and consider how they could be used for ultimate success when training others.

To assess the training needs of your trainees properly and effectively, you will need to have a global view of present situation and the desired situation. Consequently you need a clear picture of the impact that training should have on individual, organizational or even national levels. Such conclusions should be based on facts and address the current situation and capacity. Current capacity may be limiting on occasions, however being unconventional in your approach to problems, resisting the temptations of easy way out-readymade solutions, opens the horizon for new potentials.



The thinking skills are:

- 1- Acquire the Wisdom of Big Picture Thinking (have a holistic perspective).
- 2- Unleash the Potential of Focused Thinking (remove distractions and concentrate).
- 3- Discover the Joy of Creative Thinking (think outside the box).
- 4- Recognize the Importance of Realistic Thinking (have certainty based on facts).
- 5- Release the Power of Strategic Thinking (planning).
- 6- Feel the Energy of Possibility Thinking (find solutions for impossible situations).
- 7- Embrace the Lessons of Reflective Thinking (revisit the past to gain perspective).
- 8- Question the acceptance of Popular Thinking (reject limitations, be uncommon).
- 9- Encourage the Participation of Shared Thinking (attain compounding results).
- 10- Experience the Satisfaction of Unselfish Thinking (help others to succeed).
- 11- Enjoy the Return of Bottom-Line Thinking (focus on results; i.e. Your Goal).



... opens the horizon for new potentials.

Once training needs are identified you will need to concentrate and be very selective in choosing your Goal and Objectives. And no matter how tempting a theme may be, you will need to focus only on relevant information and skills that serve your objectives best.

Next you will need to have a clear strategy of how you are going to carry out such training. You need to customize the whole training process. Staging has to be logical and well-timed. Prepare yourself for the unexpected, so you would not be caught in surprise. Being creative in your methods of delivery and in preparing pre/in/post-session activities ensures maximum benefit and enjoyment for your trainees; it would help them embrace new ideas, tackle unprecedented options and even practice some shared thinking. This in turn would add strength, maturity and innovation to their own ideas and yours.

I personally believe that if your main goal is to Help your Trainees Grow, even beyond your own size in the universe, you will be able to use every experience you have been through to keep moving steadily forward towards your aim. You will motivate them and pave their way to a changed and better life. And that is the maximum Return on Investment of your time and effort. I hope you enjoy and benefit from this book as much as I did.

References: 1-John C. Maxwell. Thinking for a Change: 11 ways highly successful people approach life and work. Center street, NY, 2005.
2-http://en.wikipedia.org/wiki/John_C._Maxwell.



Dr. Amanne Feisal Esmael is employed as a Medical Doctor at the Ophthalmology Department of the Faculty of Medicine at Cairo University. Dr. Amanne is attached to the National Center for Faculty and Leadership Development in Egypt. She is a HRD consultant and international certified trainer.



**It's an injustice.
It's unfair! They are
big and I am small.**

Unfortunately my ego blocked the performance of some trainees in the past. Being unconscious of that I was too busy with inflating my own balloon. I tried to do my utmost and demonstrate the desired level of skills during the training sessions.

By Erik Boshuizen CT

Many trainees love to view the trainer as an expert as he or she demonstrates the desired behaviour and performance during a training session. At the same time adoring trainees could be almost a drug for the ego of the trainer. However the same drug has a side effect on the trainee's ability to improve their skills. Deflating my own balloon and changing my role was the secret that led to an improved learning capacity and self esteem of my trainees.

In our role as a trainer many of us know that sometimes we have insecure trainees in our groups that have the desire to improve their professional skills. Frequently as trainers we like to demonstrate the perfect skills by showing them in front of the group. Admiration is often our reward and the ego of the trainer is tickled in his vanity. Admiration is ...

More on page 5



Quality Assurance in Training and Education

Acknowledgement & international certification of

- Teachers and corporate trainers
- Facilities & administration
- Training materials
- Courses & training programs
- Professional development of trainers



Foundation International Board of Certified Trainers

∞ Europe ∞ United States of America ∞ Australia & New Zealand ∞ Asia ∞ Middle East & North Africa ∞

Surf now to www.ibct-global.com for free newsletters and information

... Admiration is often our reward and the ego of the trainer is tickled in his vanity....

But What's happening in the mind of some trainees? To explain this I like to introduce you to the funny cartoon Calimero. Calimero is an Italian cartoon about a charming, but hapless anthropomorphized cartoon chicken; the only black one in a family of yellow chickens. He wears half of his egg shell still on his head. Calimero originally appeared on the Italian television show *Carosello* on July 14, 1963, and soon became a popular icon in Italy, many European countries and Japan. In some countries people talk about Calimero's effect. In the cartoon our little baby born chicken often cries and uses the words: *"They are big and I am small and that is unfair, oh no!"*

When trainers show for example their superb presentation skills during a training session to improve their trainee's presentations skills, insecure trainees could suffer from 'Calimero's effect'. Silently they could be thinking *"the trainer is so big and I am so small, Oh my God, I can never bridge this gap!"* Often trainers create this effect without knowing this. In my career as trainer I made this mistake driven by the misconception that I needed to give them a good example. Later I discovered that my role in giving professional feedback on the trainee's performance is more important. It gives them a blast-off with self-esteem, if it is provided in the right way. Nowadays my ego became smaller and the performances of the trainees are improved. In my opinion this is the way it should be.

Pitfall: Inflating your own balloon

The insecure trainee is often an introvert and a silent one in the group. The aim of the trainer is to improve the skills. By showing your expertise some trainees will not improve but, most likely, become more insecure. Instead of inflating their balloon with self-esteem the trainer is inflating his/her own balloon and deflating the trainee's balloon at the same time. Now that we know this pitfall you might be thinking

More on page 6



"How should I do it in the right way, so I can boost their self-esteem?" Of course there are many ways that lead to Rome. I will limit myself by explaining a powerful technique of gathering the feedback on a white board after a role play. I choose this because the role-play or simulation game is often used by trainer as a didactic method to develop the desired level of skills during a training session.

The boost towards self esteem

The boost toward a well-balanced self-esteem is honest and well founded feedback from the trainer and the group. It is very important to have professional and clear observations during, for example, a role play. Good input will often lead to good output. In the following example you will find an evaluation table which can be prepared for use after a role play in which the following aspects are represented in a structured fashion:

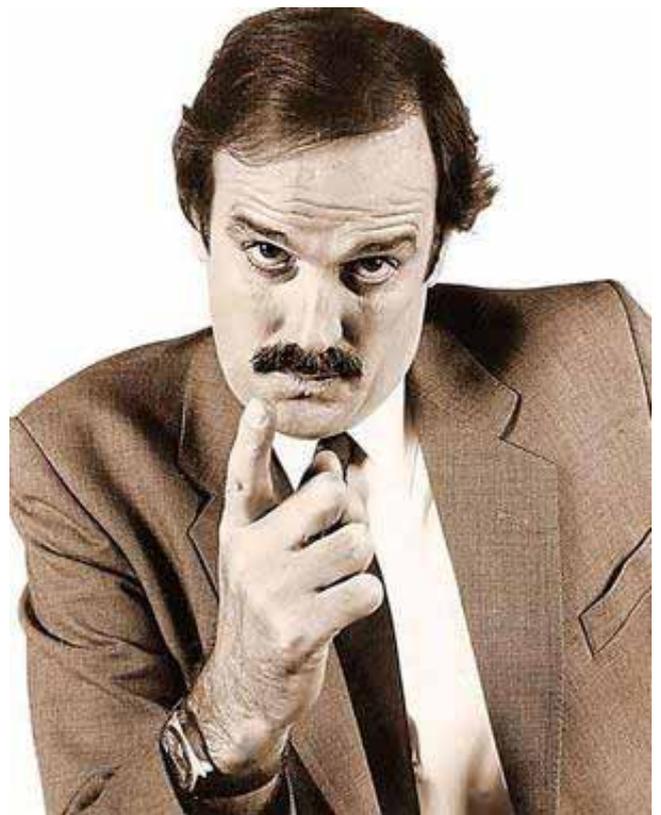
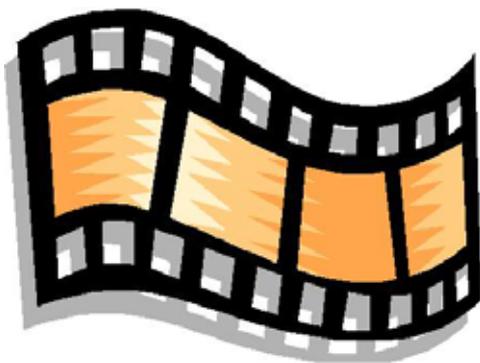
- The specific skills to be trained
- The different kinds of behaviour of the:
 - Lead role (self-perceived behaviour)
 - Supporting roles (observed behaviour)
 - Observer (observed behaviour)
 - Trainer (observed behaviour)
 - Space for desired behaviour
 - Space for +/-; benefits/drawbacks
 - Space for tips

Self-perceived behaviour	Observed behaviour	Desired behaviour / tips
<i>My presentation was not well structured and not clear presented.</i>	<i>Clear presentation and well structured according to the head, body and tail model.</i>	<i>Usage of head-body-tail model to structure. Keep up the good work. You did a great presentation!</i>

Example: Board table with feedback of the lead role (self-perceived) the observer (observer) and trainer (desired) after a role play.

Usage of a training movie

If it's not preferable to demonstrate the skills as trainer yourself, how can we demonstrate the desired set of behavior skills then to our trainees? Let me give you two examples: you can consider the usage of a training movie or stress the good level of behavior by appraising the good behavior of a well performing trainee after a role play. Or better: both. In good training movies, like the training movies of John Cleese, humor eases the tensions. At the same time it's demonstrating the desired behavior. While using the white board plan during the evaluation of the role-play with the format: a. self-perceived behavior, b. observed behavior and c. desired behavior there is a strong focus on the desired set of skills.



John Cleese is well-known from acting in training movies.

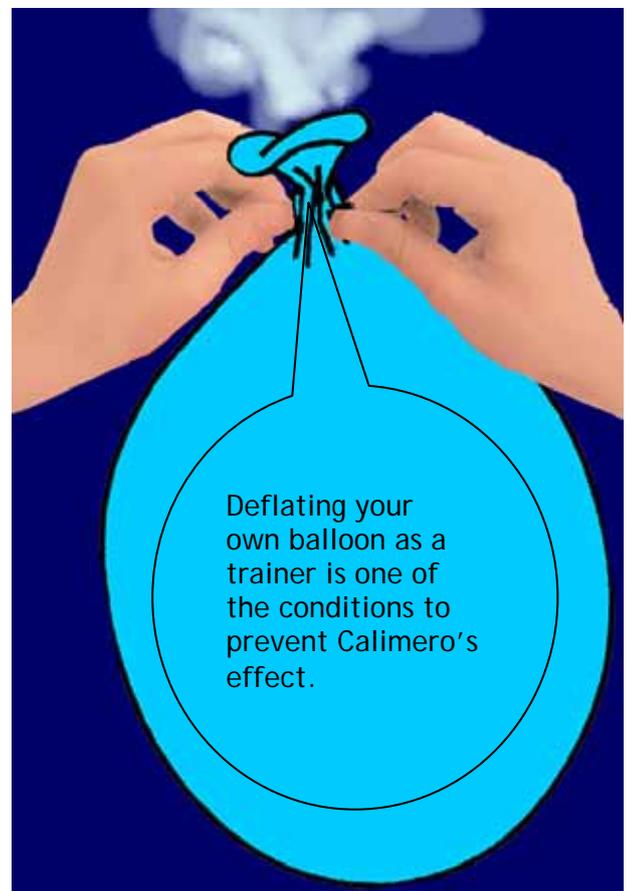
The more I deflate, the more they inflate

In my opinion we fit a more modest role as a trainer during the training sessions. I discovered the more I deflated my balloon as a trainer, the more the balloons of my trainees were inflated with self-esteem and the ability to show the desired skills in the workplace. At the end of the day that is the aim of training, isn't it? I even so discovered that the trainer with a smaller ego during the training session will gain longer and more respect from the trainees after the training.

Don't we have a wonderful profession providing trainees with the self esteem they deserve?



Erik Boshuizen is director of the Foundation International Board of Certified Trainers. Past years he was exploring the Asian HR & training market and preparing to set up an Asian division of the IBCT. Erik is considered as an expert in strategic corporate education and specialized in professional programs for (corporate) trainers.



Deflating your own balloon as a trainer is one of the conditions to prevent Calimero's effect.

IBCT at ASTD 2011, Orlando, Fl., US

We promote your professional performance as a trainer and training consultant. The online directory, your name with contact details and the IBCT quality mark will be presented at this biggest event in workplace learning for performance professionals in the world.

The ASTD (American Society for Training & Development) brings professionals together. May 22-25, 2011 ASTD will organize an international major conference and exposition in Orlando Fl. USA. The biggest event in training and work performance will attract approx. 10,000 visitors from all over the world. Visitors are expected from more than 70 countries. The IBCT will present her members and the foundation during the exposition with a booth.

During the conference members are invited to join the special network event for IBCT Certified Trainers. Certified Trainers may use the booth as a platform to extend their professional network.

More info? Surf today to www.astd.org or contact your local IBCT division.



New European Director

Per 1-1-2011 Aldert Oomkens leads the European division of the IBCT. Erik Boshuizen, the director of IBCT Global moved from the Netherlands to Asia. This created a need for a new director within Europe. Erik leads IBCT Global and will establish the IBCT Asia division in 2011. Aldert's priorities are to expand the number of certifications within Europe and to support certified trainers. It's important to strengthen the worldwide recognition of the IBCT as the main quality institute for trainers, HRD consultants and training institutes. Experience shows that certification of trainers is the main key in providing successful training programmes. As a professional trainer I have developed a serious interest in quality of training programmes. In my experience the delivery of high quality training programmes is a critical success factor in organizational and in personal development. It's essential to believe in the added value of certification of trainers, training institutes and training programmes. It demonstrates how quality pays off in satisfying the client's expectations.

I have been successfully challenged in complex, innovative and organizational issues within different multi-nationals and various types of businesses. My specialty is changing human behaviour within organizations and in the process of change management.

It's so fascinating to guide in this creative and energizing process of connecting the three levels of individuals, teams and organizations. I provide intensive training, coaching and change facilitation programmes. I'm also experienced in project management, MBTI and co-active coaching, both national and international. I'm a member of the European Association for Psychological Type (EAPT) and of the Coaches Training Institute (CTI).

More information? www.impactris.nl, a.oomkens@impactris.nl or call me via the IBCT office at +31(0)10 5192150 (GMT+1) or meet me at the ASTD 2011.



Aldert Oomkens CT

"It would be great to build up meaningful relationships with you and that what I add to IBCT will lead to a significant increase in quality & quantity of trainers, certified training programmes and training institutes"

Three new centers certified by IBCT

Trainees and trainers want to be sure that facilities are meeting quality standards. Certification gives them that guarantee. The management of the training center wants to distinguish themselves from the mass. A certification report supports them in maintaining their quality towards their customers.

Why is the certification of training centers important? Training is often more demanding on the facilities than teaching. For example for the training of an electronic driver's license, trainees need to practice in a computer lab. The training room setting needs to be flexible. For the most training situations the U shape is more preferable than the 'classical class room' arrangement. To guide the role play in a professional way, trainers want to use multiple media like whiteboard or flip chart, a camera and play back facilities.

On top of the professional facilities issues such as safety and hygiene are self-evident. Even the most prepared trainers need to improvise now and then. A supportive management and staff in the training center is very important to create a successful training environment.

Trainees and trainers want to be sure that facilities are meeting certain quality standards. Certification gives them that guarantee. The management of the training center wants to distinguish themselves from the mass. A certification report supports them in maintaining their quality towards their customers. Therefore it is a logical policy of the Supreme Council of Universities to support the universities in Egypt to certify their centers.



The audit team during the site visit at the training center of Fayoum University

Recently in Egypt three training centers have been certified by the Foundation of International Board of Certified Trainers. After the certification in 2008 of the training centers in Alexandria, El-Zagazig and Tanta, the IBCT certified the training center of the Universities of Cairo, Fayoum and Kafr-El Sheikh. Currently the FLCD centers of Suez Canal, Beni Suef and Assuit are pending.

After the certification of training centers of Alexandria, El-Zagazig and Tanta in 2008, this year Cairo, Fayoum and Kafr El-Sheikh were certified too. The FLDC's in Assuit, Beni-Soef and Suez Canal are pending.



Inspection of the training facilities at the FLDC in Assuit



Introduction meeting prior to the site visit at the local training center at Cairo University



Certification, what's in it for me?

What's in it for me as a trainer?

The benefits of IBCT personal certification at glance

- International distinction and recognition of the person quality as a trainer thru a:
 - Official Certificate.
 - Recognized CT degree.
 - Gold plated proud pin.
 - Right to use the IBCT hallmark.
 - Promoted global directory.
- Guarantee of customer satisfaction prior to the training fir the client and participant
- Listed in the global online directory with expertise and contact details
- Assistance with professional development thru Personal Development Activity Planning, self assessments and career counsellors.
- Global network (activities)
- Multi Media Promotion
- Quality radiation that supports during:
 - Acquisition & selling.
 - Apply for new jobs.
 - Building confidence prior to a training.
 - Discernment during competition.



As a training organization?

The advantages of certification of programmes

- International distinction and recognition of the programme quality thru a:
 - International accreditation.
 - Official Certificate.
 - Promoted via global website.
 - Right to use the IBCT hallmark.
- Opportunity to maintain and increase the quality of a training programme
- Guarantee of customer satisfaction prior to the programme
- Recognized transparent international standards and procedures.
- Broad quality check on:
 - Relation to professional competence
 - Balance knowledge & skills
 - Learning goals
 - Evaluation & examination
 - Quality of instructors
- Honest and objective feedback
- Respectful involvement of your staff
- Focus on fact-finding & learning



As a training center?

The yield of the certification of training centers at glance

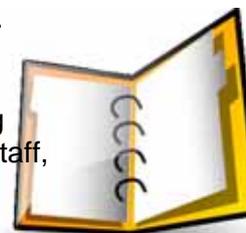
- International distinction and recognition of the programme quality thru a:
 - Right to use the IBCT hallmark
 - Official Certificate
 - Promoted via global website
 - International accreditation
- Attracts more (international) students and/or clients
- Opportunity to maintain and increase the quality of a training programme
- Broad quality check on:
 - Space, safety, accessibility & hygiene.
 - Educational vision & policies.
 - Administration & quality system.
 - Training equipment.
 - Organisational structure and M.I.S.
- Focus on fact-finding & learning
- Honest and objective feedback
- Respectful involvement of the staff, management and trainers.



As an educational institute?

The value of the certification of training materials

- International distinction and recognition of the programme quality thru a:
 - Official Certificate
 - International accreditation
 - Right to use the IBCT hallmark
 - Promoted via global website
- Opportunity to maintain and increase the quality of a training materials
- Broad quality check on:
 - Quantity, balance theory and practice.
 - Structure, lesson plan & organization.
 - Presentation and illustration.
 - Serving program objectives.
 - Authorship and copyrights.
 - Materials production style.
- Focus on fact-finding & learning
- Respectful involvement of the staff, management and trainers.
- Honest and objective feedback.





Quality Assurance in Training and Education

Acknowledgement & international certification of

- Teachers and corporate trainers
- Facilities & administration
- Training materials
- Courses & training programs
- Professional development of trainers



Foundation International Board of Certified Trainers

∞ Europe ∞ **United States of America** ∞ Australia & New Zealand ∞ Asia ∞ **Middle East & North Africa** ∞

Surf now to www.ibct-global.com for free newsletters and information