

PROGRAM MARKETING OUTLINE

Command the Room.

The Training Delivery & Facilitation Mastery Program

For anyone who has ever stood in front of a room and felt it slipping away.

2

DAYS

16

HOURS

4

ROLE-PLAYS

1

LIVE CAPSTONE

One Program. One Continuous *Journey.*

Don't sell this as "**50 slides**" or "**three modules.**" Sell it as a single transformation arc the participant walks through, hour by hour — from the moment they log in to the moment they leave with a plan for Monday morning.

● FROM LOG-IN → TO MONDAY MORNING

THE CORE PROMISE

”

From instructional design to live facilitation.

From presenter to room commander — in 16 hours.

BUILT FOR

HR & L&D Professionals

Trainers & Facilitators

Managers Who Present

Engagement Owners

02 • THE OVERALL MAP

The two-day transformation arc.

Day 1 makes them a **confident communicator**. Day 2 makes them a **room commander** who can handle anything.

DAY 01

You, The Message.

- 01 Prepare the room
- 02 Prepare yourself
- 03 Craft the Hook
- 04 Master body & voice
- 05 Prove it live.

DAY 02

You, The Room.

- 06 Find your style
- 07 Facilitate real dialogue
- 08 Handle the hard moments
- 09 Transfer it beyond the room
- 10 Prove it again, live.

03 · THE FLOW

Phase by *Phase.*

8

DISTINCT PHASES

2

DAYS

1

ARC

READ THIS FIRST

Every phase in the next spread is written with a single WIIFM — "why they lean in" — statement.

Use these lines **verbatim** in:

- Landing page section headers
- LinkedIn / email subject lines
- Sales conversation openers

8 Phases • 2 Days • One WIIFM per phase

STAGE	PHASE	WIIFM — WHY THEY LEAN IN
DAY 1	Foundations & Presence	"Walk in already trusted — before you say a single word."
DAY 1	The Science of Sticking	"Never open with 'today we'll cover' again — open with a hook that hijacks attention in 60 seconds."
DAY 1	Body, Voice & the Room	"Learn to read the glazed-over look before you lose the room, and know exactly what to do next."
DAY 1	Live Practice	"Leave Day 1 having already delivered a commanding 90-second pitch, on video, with feedback."
DAY 2	Your Facilitation Style	"Stop copying someone else's delivery — build the one that's actually yours and actually works."
DAY 2	Handling the Room	"Turn 'any questions?' into a technique that makes the room teach itself."
DAY 2	Command & Control	"De-escalate a hostile room without losing your composure — or your timeline."
DAY 2	Real-World Transfer	"Leave with a live-delivered capstone and a personal Monday Morning Blueprint, not just a certificate."

04 · WHO THIS IS FOR

Four People, *One Room.*

This program is deliberately built to speak to **more than one buyer** and **more than one participant profile**.

Use each hook — verbatim or near-verbatim — in the segment-specific marketing assets: landing page sections, LinkedIn posts, email subject lines.

01

FOR

HR & L&D Professionals

"You've built the perfect curriculum. *Now build the moment they actually remember it.*"

01

Stop 'covering content' — start designing the **3 seconds** that make a room lean in.

02

Turn your next welcome email into the first **psychological-safety net** your learners feel — before they even arrive.

03

Walk out with a reusable **Hook-Body-Close template** for every module you will ever design again.

02

FOR

Trainers & Facilitators

"You know the theory. *This is where you prove you can run the room.*"

01

Retire 'does anyone have any questions?' forever — replace it with a question that **forces the whole room to talk.**

02

Master the **3-5 second pause** that turns silence into your most powerful teaching tool.

03

Rehearse the exact **de-escalation script** for the one hostile participant who derails every session.

03

FOR

Managers & Anyone Who Presents in Meetings

"Meetings aren't training sessions — *but the room dynamics are identical. Master both.*"

01

Open every meeting with a **60-second hook** instead of 'okay, let's get started.'

02

Spot the **glazed-over look** before you lose the whole room — and know your next move.

03

Use the **Volleyball Method** to get your team solving problems out loud — instead of waiting on you.

04

FOR

Student Activity & Engagement Leaders

"Engagement isn't luck. *It's a system — and you're about to learn it.*"

01

Design a **3-minute, zero-prop energizer** that resets focus without feeling like a gimmick.

02

Spot the **dominator** and the **silent participant** in the first ten minutes — with a move ready for each.

03

Build a **Monday Morning Blueprint** your audience actually follows once they leave the room.

DAY 1 OF 2 • 8 HOURS INCLUDING BREAKS

01

You,
The *Message.*

From "I have to present" → to "I know exactly how to open, hold, and land a room."

By **5:00 PM** today, you will have already —

01

Stood up in front of the room

Delivered a live, **120-second demo** — not a rehearsal, a real one.

02

Written your own hook

Not a template. **Yours**. Crafted using the Hook-Body-Close framework.

03

Received structured feedback

Live peer coaching — **on video**, with a review protocol.

All three, in a single day. That's what "commanding" looks like.

Hour by Hour · 09:00 → 17:00

TIME	PHASE / SEGMENT	WHAT HAPPENS	MIN
09:00 – 09:15	Welcome & Ice-breaker	Cohort welcome; core promise set — <i>"from instructional design to live facilitation."</i>	15
09:15 – 10:45	PHASE 1 Foundations & Presence	Presenter vs. Facilitator mindset · Session prep (physical & virtual) · WIIFM contracting · Psychological safety · <i>Activity: Pre-Course Audit</i>	90
10:45 – 11:00	Break	Coffee & networking	15
11:00 – 12:30	PHASE 2A The Science of Sticking	Andragogy (adult learning principles) · Cognitive Load & Dual Coding · Hook-Body-Close structure · <i>Activity: Crafting the Hook</i>	90
12:30 – 13:30	Lunch	Break	60
13:30 – 15:00	PHASE 2B Body, Voice & the Room	Body language & the 3-Second Eye Contact Rule · Reading the room · Voice: Pitch / Pace / Power / Pause · The Strategic Pause	90
15:00 – 15:15	Break	Coffee & networking	15
15:15 – 16:45	PHASE 2C Live Practice	Workshop: The 90-Second Pitch — every participant delivers live · Structured peer feedback & coaching	90
16:45 – 17:00	Day 1 Close	Recap & bridge into Day 2	15

Foundations → Sticking → Body & Voice → Live Practice

1 PHASE 1 · 90 MIN

Foundations & Presence

- Presenter vs. Facilitator mindset
- Session preparation — physical & virtual room
- WIIFM contracting · Psychological safety
- *Activity: The Pre-Course Audit*

2A PHASE 2A · 90 MIN

The Science of Sticking

- Andragogy — adult learning principles
- Cognitive Load & Dual Coding
- The **Hook-Body-Close** structure
- *Activity: Crafting the Hook*

2B PHASE 2B · 90 MIN

Body, Voice & the Room

- Body language + the 3-Second Eye Contact Rule
- Reading the room · Voice: Pitch / Pace / Power / Pause
- The Strategic Pause

2C PHASE 2C · 90 MIN · LIVE

Live Practice

Workshop: The 90-Second Pitch — every participant delivers live, on video, with structured peer feedback & coaching.

DAY 2 OF 2 • 8 HOURS INCLUDING BREAKS

02

You,
The *Room.*

From ~~"I can present"~~ → to **"I can facilitate, de-escalate, and transfer learning beyond the room."**

By **5:00 PM** today, you will have —

01

De-escalated a hostile room

Simulated live · **not roleplayed in a manual** — with the tactical empathy playbook running.

02

Delivered a 10-min capstone

A live **micro-teach** — proof of capability, not just attendance.

03

Walked out with a plan

A written **Monday Morning Blueprint** for the very next work week.

A certificate says they attended. A Monday plan says the learning transferred.

Hour by Hour · 09:00 → 17:00

TIME	PHASE / SEGMENT	WHAT HAPPENS	MIN
09:00 – 09:15	Day 2 Kickoff	Recap of Day 1; framing the shift from "delivering" to "facilitating dialogue."	15
09:15 – 10:45	PHASE 3A Your Facilitation Style	Finding your authentic style · Adapting to the audience · Managing discussions · The Volleyball Method · Heritage Mirror: The Shura in Action	90
10:45 – 11:00	Break	Coffee & networking	15
11:00 – 12:30	PHASE 3B Handling the Room	The A.P.A. Framework for difficult questions · <i>Role-Play: The Derailer</i> · Energizers as cognitive resets · Seamless transitions & signposting	90
12:30 – 13:30	Lunch	Break	60
13:30 – 15:00	PHASE 4A Command & Control	Managing dominators & silent learners · De-escalation & tactical empathy · <i>Role-Play: The Hostile Room</i> · Debrief	90
15:00 – 15:15	Break	Coffee & networking	15
15:15 – 16:30	PHASE 4B Real-World Transfer & Capstone	Implementation & the 70-20-10 rule · Capstone: 5-Minute Micro-Teach · Final peer feedback	75
16:30 – 17:00	Key Takeaways & Close	Framework recap · Action Planning (ROE) · Monday Morning Blueprint · Personal commitments	30

3A

PHASE 3A · 90 MIN

Your Facilitation Style

- Finding your authentic training style
- Adapting to the audience · Managing discussions
- The **Volleyball Method**
- Heritage Mirror: *The Shura in Action*

3B

PHASE 3B · 90 MIN

Handling the Room

- The **A.P.A. Framework** for difficult questions
- *Role-Play: The Derailer*
- Energizers as cognitive resets
- Seamless transitions & signposting

4A

PHASE 4A · 90 MIN · ROLE-PLAY

Command & Control

- Dominators & silent learners · De-escalation & tactical empathy
- **Role-Play: The Hostile Room** + full debrief

4B

PHASE 4B · 75 MIN · CAPSTONE

Real-World Transfer & Capstone

Implementation & the **70-20-10 rule** · **Capstone: 5-Minute Micro-Teach** · Final peer feedback.

What They Leave With — *in one sentence each.*

01

STRUCTURE

A repeatable **Hook-Body-Close** structure for opening any session, module, or meeting.

02

STYLE

A personal facilitation style — **backed by adult-learning theory** — that's authentically theirs.

03

READING

A tested toolkit for **reading a room** and re-engaging it before energy drops.

04

DE-ESCALATION

A rehearsed script for handling **hostile, dominant, or disengaged** participants — without losing composure.

05

CAPSTONE

A live-delivered, peer-validated capstone — **proof of capability**, not just attendance.

06

TRANSFER

A personal **Monday Morning Blueprint** that carries the learning back into real work.

Say this.
Verbatim.

SUGGESTED TAGLINE

**"From Presenter to Room Commander — in
16 Hours."**

SUGGESTED CTA

**"You already know your content. Come learn what to do with
the room."**

NOK LEARNING HUB

Command *the Room.*

The Training Delivery & Facilitation Mastery Program.

2 Days · 16 Hours · 4 Role-Plays · 1 Live Capstone.

NEXT STEP

Book a cohort briefing

FORMAT

In-person · Hybrid · Virtual

CAPACITY

12 – 24 per cohort