

What: Communication sent to the learner that generates interest in the training, increases the perceived expertise of the facilitator and increases motivation to learn and transfer by illustrating how it will benefit the learner.

When to use: pre-training (ILT/WBT)

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## Example

I am excited to see you at *Influencing Learner Behavior Using Research-proven Design Methods*. As an L&D professional you strive to enable your learners to grow and accomplish their goals by turning their learning into action. This session is packed with research-based approaches and tools that will maximise the success of your training.

By actively engaging in this session:

- You will gain a concrete understanding of what learning transfer is, and how it is influenced.
- You will thrive when faced with transfer challenges in your organization.
- Master research-backed methods for learning transfer success.

### **What the learners say:**

*“Eye-opening and inspiring. I now have the tools to make a real difference with my training”*

*“[This session] really made me realise how huge this topic is. I took such a narrow approach before; I know a more comprehensive approach is needed and I am motivated to do it!”*

*“Fantastic session! The examples from the research are impressive and it's easy to see how it can be applied in my workplace”*

### **Your facilitator:** Fergal Connolly

Fergal is a learning transfer expert who takes a research-first approach to creating learning solutions that result in real behavior change. Fergal has worked across the spectrum of L&D in training delivery, learning design, and learning consultancy, and holds an MSc in Education and Training, and a BSc in Psychology. His articles have been published by ATD, Training Industry, and Training Zone, among many others. He hosts Learning Transfer Radio - the only podcast focused on turning learning into improved performance; and he speaks at L&D industry conferences such as Learning Solutions 2022.



Looking forward to seeing you!

Regards,

Fergal

## Learner Priming Template:

**Notes for use:** remove the green highlighted text and edit the yellow highlighted text to suit your needs. Try to use priming words when possible. Priming words are in orange highlighted text.

**General welcome message:** I am excited to see you at *Influencing Learner Behavior Using Research-proven Design Methods*. **Link training to goals of learners / why they were chosen:** As an L&D professional you strive to enable your learners to grow and accomplish their goals by turning their learning into action. **How this session will help learners achieve their goals:** This session is packed with research-based approaches and tools that will maximise the success of your training.

**Detail how learners will use what they learn to be more effective:** By actively engaging in this session:

- You will gain a concrete understanding of what learning transfer is, and how you can influence it.
- You will thrive when faced with transfer challenges in your organization.
- You will demonstrate mastery of research-backed methods for learning transfer success.

**Positive impressions of peers:** What the learners say:

*"Eye-opening and inspiring. I have the tools now to make a real difference with my training"*

*"[This session] really made me realise how huge this topic is. I took such a narrow approach before; I know a more comprehensive approach is needed and I am motivated to do it!"*

*"Fantastic session! The examples from the research are impressive and its easy to see how it can be applied in my workplace"*

**Positive facilitator introduction:** Your facilitator:

This session will be led by Fergal Connolly. Fergal is a learning transfer expert who takes a research-first approach to creating learning solutions that result in real behavior change. Fergal has worked across the spectrum of L&D in training delivery, learning design, and learning consultancy, and holds an MSc in Education and Training, and a BSc in Psychology. His articles have been published by ATD, Training Industry, and Training Zone, among many others. He hosts Learning Transfer Radio - the only podcast focused on turning learning into improved performance; and he speaks at L&D industry conferences such as Learning Solutions 2022.

Priming words:

1. Prevail
2. Accomplish
3. Compete

4. Strive
5. Thrive
6. Triumphed
7. Achieve
8. Mastered
9. Win
10. Success
11. Gain
12. Attain

**Reference:**

Stajkovic, A. D., Stajkovic, A. D., Latham, G. P., Latham, G. P., Sergent, K., Sergent, K., Peterson, S. J., & Peterson, S. J. (2019;2018;). Prime and performance: Can a CEO motivate employees without their awareness? *Journal of Business and Psychology*, 34(6), 791-802. <https://doi.org/10.1007/s10869-018-9598>