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# Developing training webinars for legal assistance workers

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Community Legal Centres Queensland

## What are your learning objectives?

Start by considering what you think your audience needs to know about your webinar topic. How will this webinar impact on their practice with clients?

Ask yourself how your webinar fits in with what the legal assistance workforce is already likely to know about this issue.

Do some research to find out if this topic, or something similar, has been covered previously. Is there any feedback from these presentations that might assist you to fine tune your webinar to target the learning needs of this audience? How will your audience make use of this information?

Learning objectives help to provide focus for you as the presenter and for your audience. All your material is able to be measured against how well it meets the stated learning outcomes.

If intended information does not sit within a learning outcome, then it probably needs to be cut. While it is difficult to let go of material we find fascinating, clearly defined learning objectives make this an easier task. Edited information might be more useful provided as additional resources.

To establish clear learning objectives, consider asking the following questions:

- ▶ what does my audience need to be able to do with this knowledge?
- ▶ what do I want my audience to think about the issues raised in my presentation?

WHAT  
YOU  
NEED  
TO  
KNOW?



- ▶ how am I able to build on what my audience already knows about this topic or does in this area?
- ▶ what are the three important things people need to take away from this webinar?

While there is no set guideline for how learning objectives should be written, they usually start with:

*'By the end of this webinar participants should be able to...'*

Leave your audience knowing what to do next and with the capacity to implement the knowledge and/or skills you are aiming to share.

1

Keep it simple, people will only recall 3 things

2

Paint a picture, vivid images will engage

3

Focus on your niche topic from a fresh angle

# Building effective webinars



If we were all given a set of lego without instructions, we would probably build completely different constructions.

Some people might find particular pieces useful, while others might question the relevance of providing lego in the first place.

Effective webinars begin by considering the question of **relevance** and **context**: what does the audience already know and how might they use the information presented?

Use these handy tips to ensure your webinar hits the spot with legal assistance workers.

*Being a training superhero for adult learners is easier than you think*

Having special powers might help, but the real secret for creating effective webinars is to turn your audience into the superhero.

As adult learners, we come to training with a range of pre-existing knowledge, skills and experience. Effective learning draws on these superpowers.

When we are passionate about the topic we are sharing, it is tempting to 'information dump'.

By acknowledging the skills of our audience we are able to construct a guided discovery.

Learners will be engaged rather than overwhelmed.

A training superhero empowers their audience to seek knowledge and apply skills long after the webinar has concluded.



# 01

## Be relevant

Know your audience so you can **pitch your learning** based on what they already know. While this may vary, depending on experience, consider the workplace context of legal assistance services in which your desired learning will be implemented.



# 02

## Be clear & concise

Your audience will admire your passion and appreciate your expertise - but they do not need to know everything that you do. Choose **three main points** and build learning objectives around these. Provide references or links for further information.

## An engaging feast

- 1 Use the introduction to encourage discussion and participation.
- 2 Consider using webinar tools like polls at regular intervals.
- 3 Invite comments that participants are willing for you to share.
- 4 Always leave more time for questions than you intended, this allows the audience to clarify their understanding.

# Enjoy!

# Did you



Webinars are a wonderful opportunity to share stories. Ask participants to talk about their practice context.



## Memory: Read the script or ad lib?

It is amazing how quickly you forget things when you are in presentation mode. Experienced presenters accept that things will go wrong during the webinar and learn to go with the flow.

Whether you read from a script or ad lib will largely depend on what makes you feel most comfortable.

Remember the audience is interested in what you have to say, not how polished you sound. Your audience will be engaged by your **passion for the topic**. People attend to listen and learn from you, not judge.

Be confident in your knowledge and **practice** what you want to say. If it helps with your nerves or to keep on track, prepare a script or write down the 3 most important points you want to share.



However be prepared to deviate from the script based on questions, comments or timing.

Use your presentation to **emphasise your message**, rather than being a word by word summary of what you are saying.

It is ok to be **entertaining**, just keep your content relevant to the audience and the learning objectives.



## Time matters...

Use the hour of your webinar wisely by allocating sufficient time to set the scene, deliver the content, allow interaction and time for questions.

People will start to multi-task after 15 minutes, so encourage engagement by **posing questions** or raising a **thorny issue** for people to consider.

Try this at 15 minute intervals.

Practice your **timing** to fine tune it.



### Be engaging

A webinar is an opportunity for you to **engage your audience** around a topic you think is important for them to know. Allow time to engage your learners in the challenges they face working in the topic area. Identify the webinar tools that work best for your presentation style.



### Be prepared for action

Ensure your audience knows what to do next. For legal assistance workers it is imperative they are able to translate the learning into **practical actions** to support the clients who use our services. A webinar offers an opportunity to add to the legal assistance worker's toolkit of strategies.

## Know?

Presentations tend to be nuts and bolts, fact based speeches.

Consider the power of **sharing authentic stories** based on people's experiences as a way to enrich learning.

While independent legal services workers engage in defining the law, our essential work is built around **people**.

We tend to work well with certainty but need to be encouraged to explore the complexity in situations.

Encourage people to explore the nuances.

### Training

Knowledge, competencies  
**professional development**  
teaching of vocational or practical skills provides the b  
• On-the-job training tak  
• Off-the-job training aw

## Know your rights!

As workers in the independent legal services sector ideally we want to know what rights our clients have in any given situation and empowering **practical strategies** to enforce them.

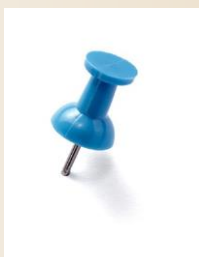
Draw on your expertise to offer hot tips & useful strategies for workers to use.

## Lived experience

Client perspectives and stories are critical in our learning. Where appropriate, and with consideration of confidentiality, draw upon the lived experience of people in your topic area, and provide case studies to really get your webinar to hit home. Consider:

- ▶ How have people with a lived experience of your topic area been included in policy debates?
- ▶ How has lived experience informed law reform?
- ▶ How can we draw on this experience to improve our practice?

## What's new?



One of the critical issues for legal assistance workers is **currency**. Keeping abreast of changes in law, policies and processes is vital to provide accurate advice to the people they help.

When preparing your webinar, consider what knowledge is new and ensure that you give this **priority**.

Often these changes are subtle and might involve something as simple as a change in personnel, fees or forms. However these matters are critical for legal assistance workers.

Often new information is rushed through at the end, so ensure it is given at the outset.



# Feedback and evaluation

Feedback is critical to finding out whether your webinar achieved the learning goals you set. There are many ways to seek feedback – Community Legal Centres Queensland can assist you with this.

Consider asking for immediate feedback via **comments** or a **poll** at the conclusion of the webinar.

Often simple questions elicit the most useful information. A simple **rating scale** is useful and likely to get responses.

Follow-up with a **more detailed set of questions** to allow participants to comment on what they expected and what they learnt from the webinar.

For more in-depth feedback consider asking:

- ▶ What were you hoping to achieve?
- ▶ Did the webinar help you achieve this?
- ▶ What new insights did you gain on the topic?
- ▶ How has the webinar assisted you to do your job / changed workplace practice?
- ▶ How has the webinar changed the way you think about this topic?
- ▶ What changes would you suggest?

Draw on evaluations to help improve your next presentation.



*'Good webinars are like independent movies - they leave you feeling wonderful, inspired & ready to take on the world'*