

Great Beginnings

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Chapter

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When Do You Need a Great Beginning?

- Classes
- Workshops
- Presentations
- Meetings
- Offsites



Great Beginnings Agenda

- Three principles
- Two types
- A great beginning \neq an ice breaker

Three Principles of Great Beginnings

- *Beginning is bonding*



- *Content is King*



- *Surprise is successful*



Beginning is Bonding

- Your experience
- Participants' experience



Content is King

- Generate focus
- Create excitement
- Share experience
- Learn what they know



Surprise is Successful

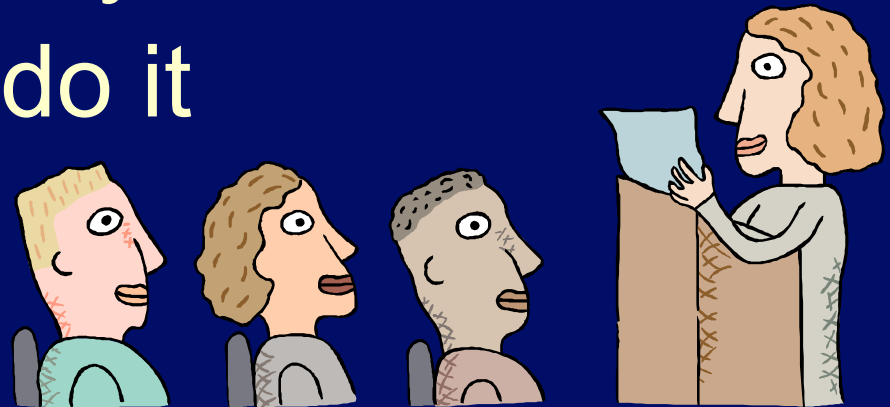
- Get their attention
- Surprise them
- Focus their energy
- Arouse curiosity



Know your audience

Two Types of Great Beginnings

- Building context – you do it
- Activities – they do it
- Combination



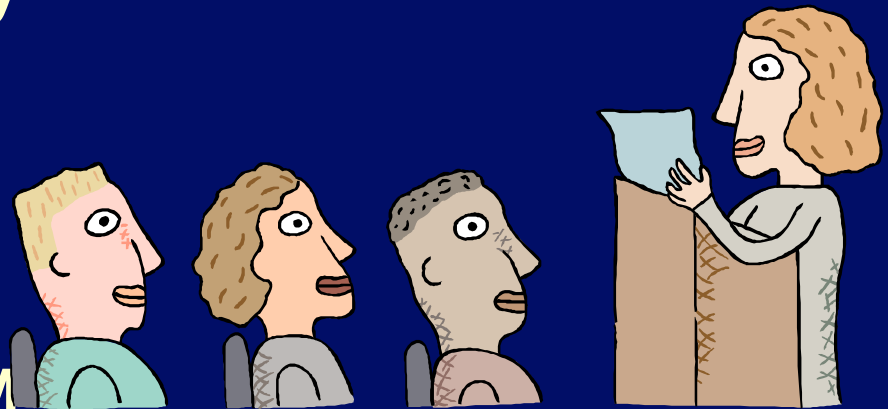
Consider

- Your comfort zone
- Placement in event



Type One: Building Context – You Do It

- Shocking statistics
- Compelling story
- Case example
- Surprising facts
- Cognitive WIIFM
- Emotional WIIFM



Type 2: Activities – They Do It

- Discuss intriguing question in a group
- Write questions for the facilitator
- Answer polling questions
- Share experience
- Do a case study exercise
- Play a content-related game



Always write down directions

Activity

You will soon be facilitating a class called “Creating Your Career Future.”

At your table brainstorm ideas for great beginnings for this class. They can be either type of activity (you do it or they do it)

Select your top 2 favorite ideas.

Decide who will present your ideas to the group.

Ice Breaker vs. Great Beginning

Ice Breaker

- Is fun
- Creates energy
- Forms acquaintances
- **Is content agnostic**

Great Beginning

- Is fun
- Creates energy
- Forms acquaintances
- **Is content specific**

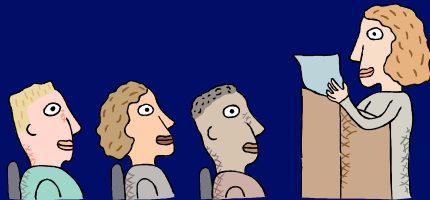
Great Beginning
≠
Ice Breaker

Great Beginnings Review

- Three principles



- Two types



- A great beginning \neq an ice breaker