SALES TOOLKIT

TEACH IT FORWARD

The purpose of the Teach It Forward Tool is to outline a plan to teach something of value to a person or group who can use **your** kind of help.

The Teach It Forward Tool has seven key steps:

1. Make a target.

Who needs your kind of help? Look up and look around and brainstorm a person, group, not-for-profit, community organization, job-seeker, parent or friend who would benefit from learning what you know.

Target

2. Make a decision.

Here, you are deciding what content you will teach. Look back at your **Knowledge**, **Skill**, **and Discipline Inventory** and what you do well. Is it knowledge? If so, what are the concepts, tools, frameworks, definitions or facts you need to convey? Is it skill? If so, which skills will you teach, and in what situations will they be expected to apply those skills? Is it discipline? If so, how will you help them learn discipline? How will you create opportunities for them to make choices and apply these disciplines?

Knowledge/Skill/Discipline

3. Make it contextual.

Once you've decided what the content you want to teach, now you must figure out ways to bring new knowledge, skills and disciplines to life and make it stick. Use your Tools such as **Presenting with Panache**, **Story Canvas** and **Story Matrix** to make your content contextual for your target learners.

Context

4. Make it visual.

Once you have decided on what you will teach and how to bring it to life, go one step further and make it visual. Use your **Visual Impact** Tool to sketch out visuals that will best support the learning you want to instill.

Visual Impact

5. Make it applicable.

As you are Teaching It Forward, always make certain to have your students apply the learning. Make them practice by putting them in a situation where they must try it on. If it's knowledge you are teaching, have them teach it back to you. If it's skill or discipline, have them show you how they do it. And at every turn..at every try...use your **Feedback** Tool to be sure to give them the gift of feedback.

Application

6. Make it simple.

As teachers, we must strive to push through complexity and make things simple for people to learn and do. Once you've finished preparing to Teach It Forward, the very last thing you do is to distill your message into **three clear points**. That discipline ensures that you can make it simple.

3 Clear Points

7. Make it happen.

You've got your plan. Now pick up the phone, schedule it, and make it happen!

When & Where

