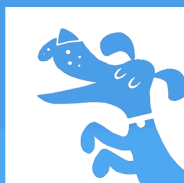


PARTICIPANT GUIDE



—— proudly brought to you by ——



top
dog
learning group LLC



www.topdoglearning.biz | owners@topdoglearning.biz

change management | diversity & inclusion consulting
leadership development | organizational learning

HOLD ON A DOGGONE MINUTE:

WHO'S THIS "STEVE" GUY AND WHAT'S "TOPDOG"?

ABOUT DR. STEVE "DOC YOCK" YACOVELLI

Dr. Steve Yacovelli (a.k.a. "The Gay Leadership Dude") is Owner & Principal of TopDog Learning Group, LLC, (see what the heck is "TopDog" below). Steve holds a B.S. in Public Relations from Millersville University of Pennsylvania, an M.A. in Educational Policy & Leadership Development from The Ohio State University, and an Ed.D. in Instructional Technology & Distance Education from Nova Southeastern University. A published author, Steve has written books and articles focusing on how adults adopt and learn using technology and employee and organizational perceptions and readiness for technology-enabled learning solutions. His latest book, **"Pride Leadership: Strategies for the LGBTQ+ Leader to be King or Queen of their Jungle,"** "came out" in June 2019.



Steve, contemplating life (or his next cup of coffee)

Steve has spent much of his career consulting with clients on the right solutions for their business; specifically, as it relates to leadership development, effective communication, using learning technologies, learning, and measuring the impact of training and change. With over twenty-five years' experience in strategy, education, and communication, Steve is a rare breed of professional that understands the power of using academic theory and applying it to the corporate setting to achieve business results. Steve can be reached at steve@topdoglearning.biz.



WHAT'S A "TOPDOG" ANYWAY?

TopDog Learning Group, LLC is a learning and development, change management, leadership, and diversity and inclusion consulting firm based in Orlando, Florida, USA but with affiliations throughout the world. TopDog provides guidance and solutions in change management, instructional design, leadership and

organizational development, learning, strategies, diversity and inclusion consulting, and custom e-learning creation. We've had the pleasure of working with such great organizations as The Walt Disney Company, IBM, Bayer, Covestro, Tupperware Brands Corporation, Hilton Worldwide, George Washington University, The Public Library Association, The Bill & Melinda Gates Foundation, The Ohio State University, accenture, and BellSouth / AT&T, among many others members of our "pack."

In addition, TopDog has partnered with several organizations to provide both face-to-face, webinar, and asynchronous (self-paced) online learning solutions on such topics as understanding diversity and inclusion, unconscious bias in the workplace, effective customer service, and stellar leadership development and talent management.

www.topdoglearning.biz

Here's just a few members of the TopDog Learning Group:



DIVERSITY & INCLUSION CENTER



© 2020 TopDog Learning Group, LLC. None of this awesome content may not be used without written permission from www.topdoglearning.biz. All rights reserved. So there. Nanny nanny boo boo.

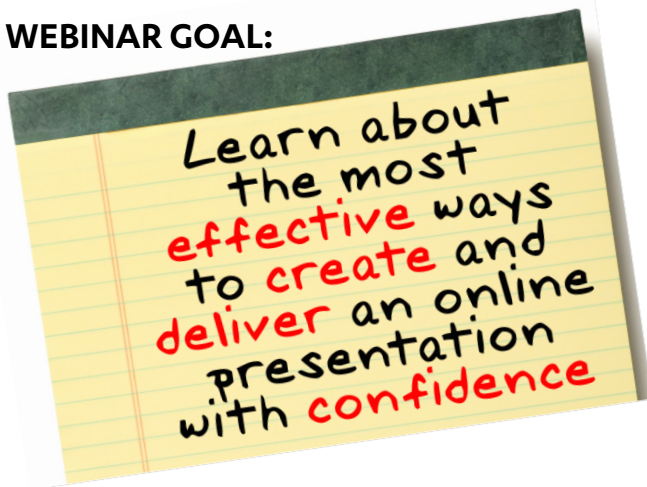


HOW TO BE A WEBINAR SUPERSTAR!

brought to you by TopDog Learning Group, LLC & "The Gay Leadership Dude"
www.topdoglearning.biz

1

WEBINAR GOAL:



What exactly is a "webinar"?

Two areas of focus for creating an effective webinar are ...



1

BEFORE YOU START...





2

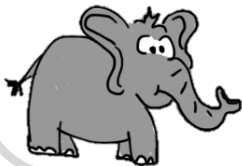
**RULES OF
ENGAGEMENT**WHAT'S THE
COMPETITION?WHAT CAN / CAN'T
YOUR WEBINAR
TOOL DO?PLAN YOUR
INTERACTIONS
VARY & OFTEN!

USE HUMOR*

3

**START OF
YOUR STORY**

ESTABLISH "WHY YOU"

HAVE A WORKBOOK
OR HANDOUTHAVE A
CLEAR
AGENDADON'T FORGET
THE W.I.I.F.M.!PUT TOPICS
INTO "CHUNKS"

4

**THE
MIDDLE**TELL A
STORYTHINK IN
PICTURESDON'T
OVERUSE
ANIMATION
OR VIDEOUSE THE
"K.I.S.S."
METHOD**CONSTRUCTING YOUR STORY**



HOW TO BE A WEBINAR SUPERSTAR!

brought to you by TopDog Learning Group, LLC & "The Gay Leadership Dude"
www.topdoglearning.biz

3

5

THE
END



REVIEW WEBINAR
GOALS



?! ALLOT
TIME
FOR
Q&A

1

PRE-FLIGHT
CHECKLIST



PRACTICE,
PRACTICE,
PRACTICE!



HAVE A
"PRODUCER"



LOAD CONTENT
EARLY



SEND EMAIL REMINDER
THE AM OF THE WEBINAR

2

TECH
CHECK



CONVERT
PPTS TO
PNGS

TURN OFF
OTHER
APPS



ANTICIPATE
TECH
GREMLINS



SAY "NO!" TO WIFI



CHECK
MIC ...
WHICH IS
BEST?



3

**THE
"STAGE"**CHECK
YOUR
LIGHTINGDOES YOUR DESK
SHAKE, RATTLE &
ROLL?PSST: WHAT'S
BEHIND YOU?WHAT ARE
YOU WEARING?BE AWARE
OF AMBIENT
NOISE

4

**YOU THE
PERFORMER**WHERE'S THE
MUTE BUTTON?

SMILE!

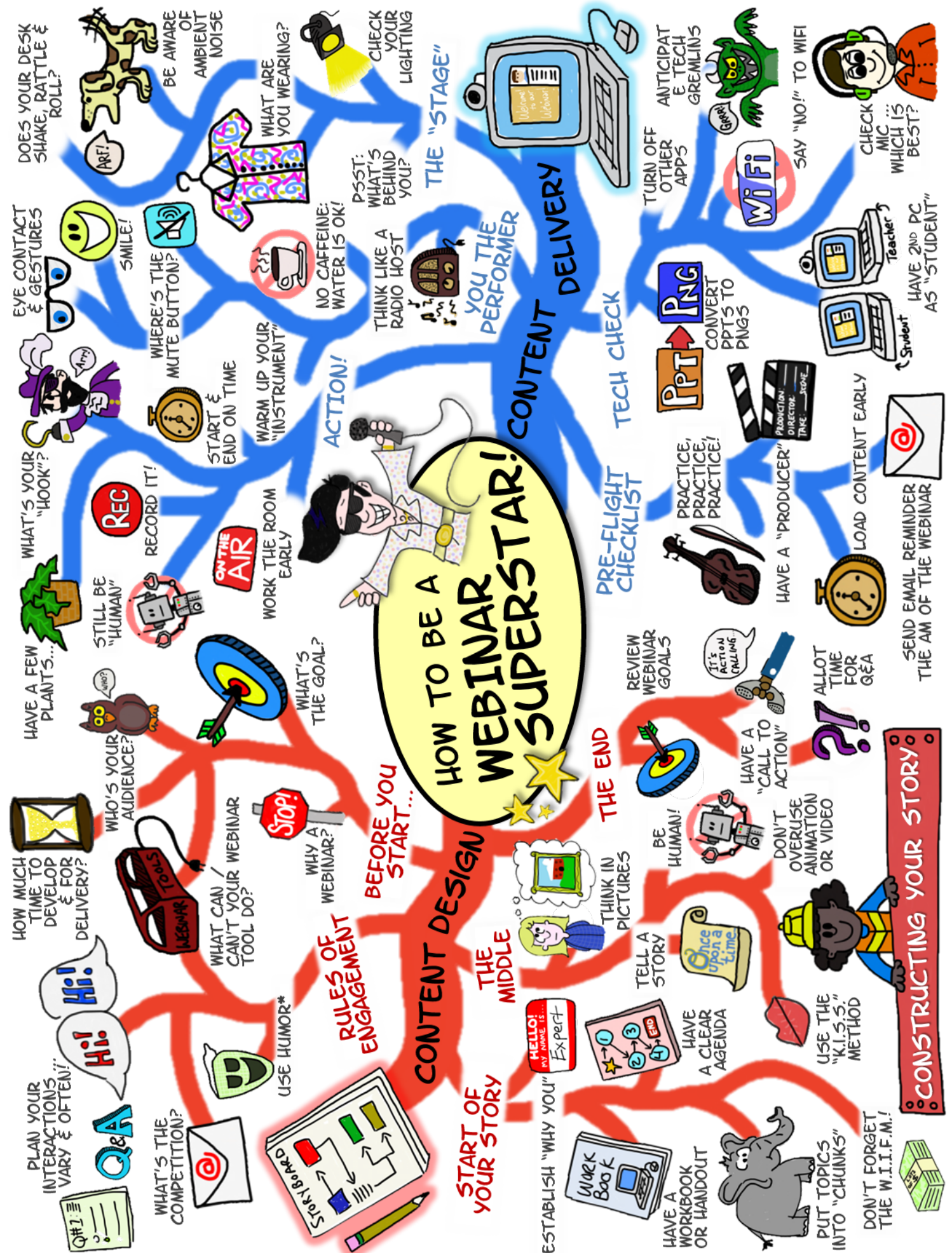
EYE CONTACT
& GESTURESWARM UP YOUR
"INSTRUMENT"THINK LIKE A
RADIO HOSTNO CAFFEINE:
WATER IS OK!

5

ACTION!HAVE A FEW
PLANTS...WORK THE ROOM
EARLYWHAT'S YOUR
"HOOK"?STILL BE
"HUMAN"

RECORD IT!

START &
END ON TIME



**HOW TO IMPROVE:****ACTION PLANNING:**

Based on what you heard today, what's one thing you'd like to ...



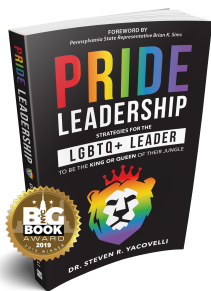
... STOP?

From what's been shared in this session,
what practices should I change?

... START?

How will I apply what's been covered in
this session within the next two weeks?

... CONTINUE?

From what's been shared in this session,
what am I already doing well?BE SURE TO CHECK OUT OUR
AWARD-WINNING BOOK
(& WORKBOOK) ABOUT
LGBTQ+ LEADERSHIP...
(ALLIES WELCOME, TOO!)www.SteveOnAmazon.com... AND THE ACCOMPANYING
ONLINE LEARNING EXPERIENCEwww.PrideLeadership.comtop
dog
learning group LLC

change management | diversity & inclusion consulting | leadership training | organizational learning

© 2020 TopDog Learning Group, LLC. None of this awesome content may not be used without written permission
from www.topdoglearning.biz. All rights reserved. So there. Nanny nanny boo boo.