PARTICIPANT GUIDE

HOW TO BE A WEBINAR SUPERSTAR!

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

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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 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.

TOPDOG

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

WHAT’S A “TOPDOG” ANYWAY?

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Here’s just a few members of the TopDog Learning Group:
WEBINAR GOAL:

Learn about the most effective ways to create and deliver an online presentation with confidence

What exactly is a “webinar”?

Two areas of focus for creating an effective webinar are ...
2. **RULES OF ENGAGEMENT**

- What’s the competition?
- Webinar tools
- What can’t your webinar tool do?
- Use humor*
- Plan your interactions vary & often!
- Q&A

3. **START OF YOUR STORY**

- Have a workbook or handout
- Have a clear agenda
- Establish “why you”
- Don’t forget the W.I.I.F.M.!
- Put topics into “chunks”

4. **THE MIDDLE**

- Tell a story
- Think in pictures
- Be human!
- Don’t overuse animation or video
- Use the “K.I.S.S.” method

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5. REVIEW WEBINAR GOALS

4. ALLOT TIME FOR Q&A

3. HAVE A “CALL TO ACTION”

2. PRE-FLIGHT CHECKLIST
   - Practice, practice, practice!
   - Have a “producer”
   - Load content early
   - Send email reminder the AM of the webinar

1. TECH CHECK
   - Turn off other apps
   - Convert PPTs to PNGs
   - Anticipate tech gremlins
   - Say “no!” to wifi
   - Check mic... which is best?
   - Have 2nd PC as “student”
3. **THE “STAGE”**

- Does your desk shake, rattle & roll?
- What are you wearing?
- Psst: What’s behind you?
- Be aware of ambient noise

4. **YOU THE PERFORMER**

- Where’s the mute button?
- Smile!
- Think like a radio host
- Warm up your “instrument”
- No caffeine: water is OK!

5. **ACTION!**

- Have a few plants...
- Work the room early
- What’s your “hook”?
- Record it!
- Start & end on time
- Still be “human”
How to be a Webinar Superstar!

Start of Your Story

Constructing Your Story

Content Design

Rules of Engagement

Start of webinar

Why a webinar?

What can your webinar tool do?

Who's your audience?

What's your hook?

What's your goal?

Still be "human"

Work the room early

Warm up your "instrument"

Put on your "stage"

Think like a radio host

No caffeine = water is ok

Check your background

Check your lighting

Check your audio

Say "no" to WiFi

Practice, practice, practice

开始你的故事

构建你的故事

内容设计

规则的参与

开始网络研讨会

为什么一个网络研讨会

你的网络研讨会工具能做什么

你的听众是谁

你的“工具”是什么

工作早期

暖身你的“乐器”

戴上你的“舞台”

像电台主持人一样思考

不要咖啡 = 水是好的

检查你的背景

检查你的灯光

检查你的音频

对WiFi说“不”
How to Improve:

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

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

From what’s been shared in this session, what am I already doing well?

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?

pause ... 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 experience

www.PrideLeadership.com