

ATD CORE 4 (NEW ORLEANS)

# MASTERING PARTICIPANT ENGAGEMENT

## 3 WAYS TO OWN THE ROOM





# SARDÉK LOVE

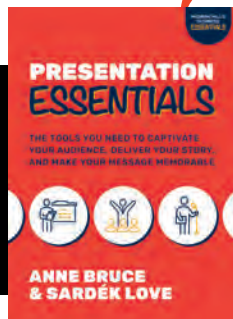
INTERNATIONAL KEYNOTE SPEAKER AND PEAK PERFORMANCE EXPERT  
**CREATOR OF PEAK PERFORMANCE MADE SIMPLE: THE SYSTEM FOR  
MAXIMIZING TEAM OUTPUT, GROWING PROFITS, AND BEATING THE COMPETITION**

## SPEAKER BIO

**How to unlock the tiny shifts in daily performance that compound to produce huge payoffs** – that is what audiences around the world learn after attending an event with the man affectionately known as “Dr. Love”. Few people create the types of thought-provoking and highly engaging experiences that Sardék Love is internationally known for. As an extremely popular speaker at conferences and corporate events, attendees to his **Peak Performance Made Simple**-related series of speaking events and training programs are guaranteed to enjoy Sardék’s famous Edutainment approach. Every person experiences a transformation with Sardék because he ensures everyone will “be better than they were yesterday”.

**As Chief Executive Officer of Sardék Love International, Sardék has traveled to and worked in 32 countries** inspiring, developing, and educating managers, trainers, and staff in Fortune 100 companies, high-tech organizations, local / state / federal government agencies, and global brands on how to create high-performing teams. From working in west Siberia during the most frigid of winter temperatures to being lost in the Libyan desert in the scorching heat of summer to traveling to the incredibly lush and extremely remote jungles of Indonesia to revitalizing a workforce in war-torn villages of West Africa, his real-world experiences serve as the foundation of his powerfully captivating stories from which he brings his sessions to life.

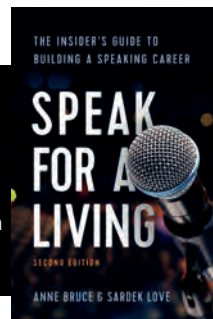
He has a long-standing history of thought leadership and developing talent at all levels. He is a former President of the Virginia Tech College of Human Sciences Alumni Association. In 2003 as a member of the Association for Talent Development (ATD) National Advisors for Chapters, Sardék was awarded the Staff Partnership Award by Tony Bingham, ATD’s CEO. In 2018, he was cited by ATD as one of the top 25 global thought leaders in Talent Development that spoke at the ATD International Conference and Exposition. A regularly cited leadership, training, and peak performance expert, Sardék currently serves as a member of the University of Maryland Baltimore County (UMBC) Graduate Instructional Systems Development Board.



Both books available in the  
ATD Core4 Bookstore

One of the first books in McGraw Hill's Business Essentials series, Sardék teamed up again with Anne Bruce to write **Presentation Essentials**. Released early on October 24, 2022 at ATD Core4.

released on October 25, 2022.



Sardék teamed up with best-selling author Anne Bruce to write **Speak for a Living - Second Edition** which was published by ATD Press and released in October 2018.

# Mastering Participant Engagement

## #OwnTheRoom

### Introduction

Do you think it is possible to control someone's attention? Is it possible to create massive levels of participant engagement on the most boring of topics or topics we've seen many times before? If you've ever flown Southwest Airlines and paid attention to their pre-flight safety presentation or watched a comedian, you know the answer to both questions is a resounding YES.

They grab and keep your attention by repeatedly hijacking your brain and Master Facilitator Sardék Love has cracked the code for how to do it with ease. In this session, you'll learn 3 simple concepts from his **Facilitating with Impact! System** that will enable you to #OwnTheRoom every time you deliver training in person or virtually regardless of the topics you teach.

### 1. Own the Room Using the Law of Engagement

*Why "hold my beer and watch this!", is more effective at creating participant engagement than your training content UNLESS you use these*



**The Big Idea Concept** - you must challenge peoples' status quo by getting them to **reconsider what they believe to be true.**

**The Law of Attention** - **Attention goes where curiosity grows.**

If you want their attention, you must attract it, not distract it (with bloated, useless content).

**The Law of Engagement** - **Engagement always begins by asking a question.** Asking the right types of questions is how you repeatedly hijack their attention and create massive participant engagement.



# Mastering Participant Engagement

## #OwnTheRoom

### 2. Own the Room Using High Impact, Low Cost Training Activities

*The majority of training content is as useless as the "G" in lasagna due to the overuse of lecture and information dumping.*

People go to amusement parks for the rides. They go to Disney parks for the experience.

If you want to engage participants, you must create an experience that is relevant, realistic, and rewarding.

By using the 3-step **Facilitating with Impact! System**, you're guaranteed to make your training memorable, enjoyable, and transferrable. Impactful training is....

- **Problem-Focused:** Course content addresses participants' top barriers to performance success
- **Curiosity-Driven:** The trainer consistently engages participants using facilitation techniques
- **Action-Reinforced:** Participants repeatedly practice applying concepts learned

During the session, you will experience multiple "aha" moments that are the trademark of the **Facilitating with Impact! System**. Make notes below to document your experience.





# Mastering Participant Engagement

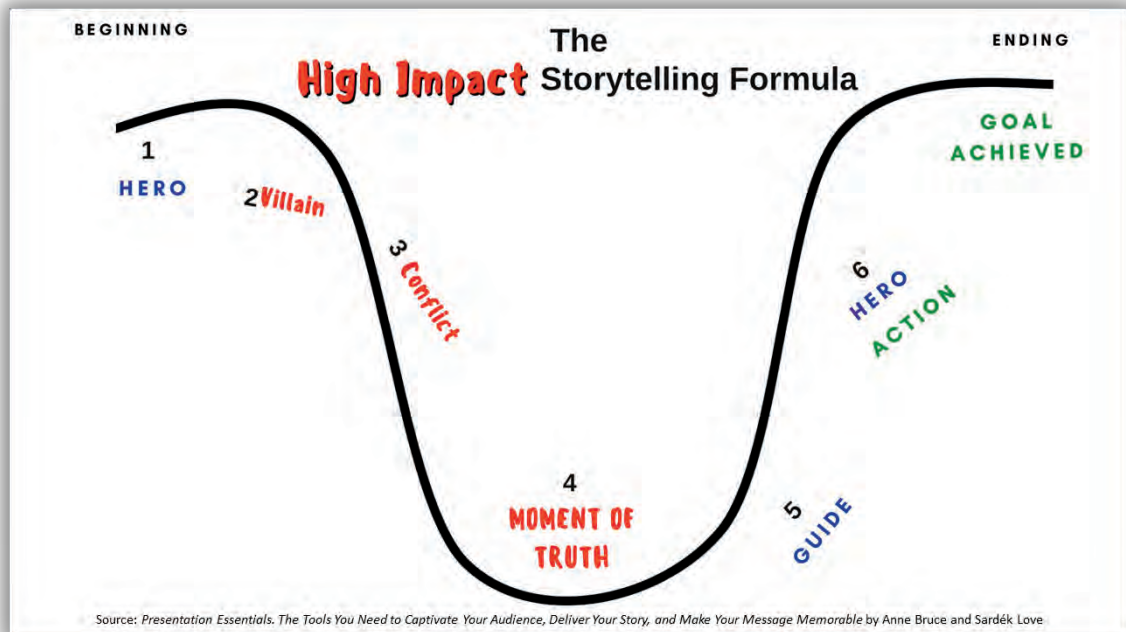
## #OwnTheRoom

### 3. Own the Room by Telling Stories that Make Your Content Memorable

*Data informs. Stories transform.*

The most engaging speakers and trainers share one characteristic - they are GREAT storytellers. They tell stories to take listeners on a journey from "what is" to "what can be".

Sardék will tell several short stories during the session. As you listen to the stories, watch as he easily grabs and maintains your attention by following the **High Impact Storytelling Formula**.



A complete, step-by-step guide for quickly crafting stories using the High Impact Storytelling Formula can be found in chapter 5 of Sardék's new book *Presentation Essentials: The Tools You Need to Captivate Your Audience, Deliver Your Story, and Make Your Message Memorable*.

# Sardék Love

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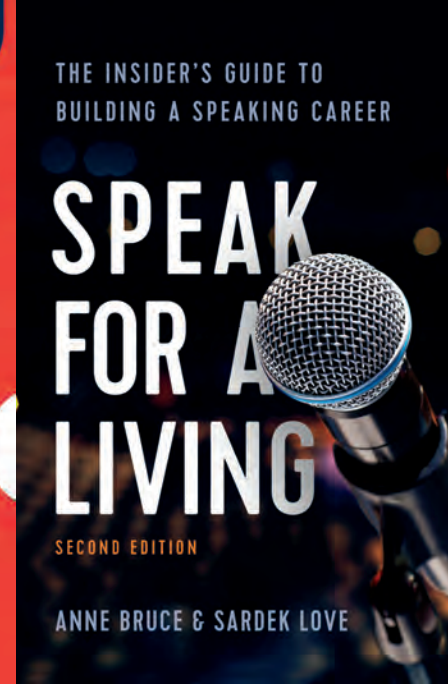
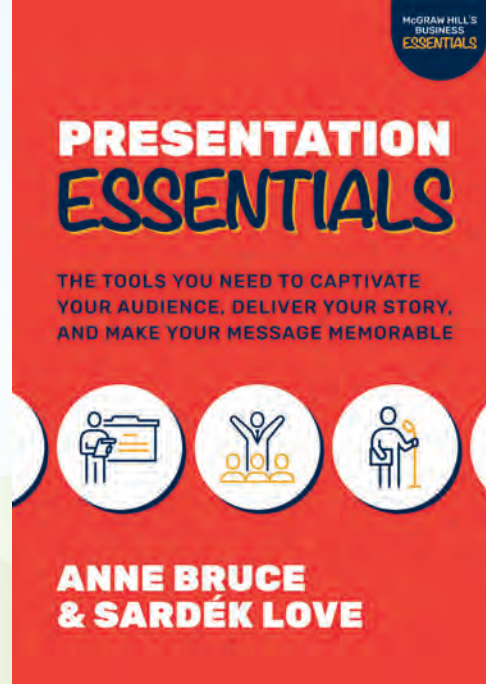
Instagram

[www.instagram.com/sardeklove](http://www.instagram.com/sardeklove)

Books (available on Amazon)

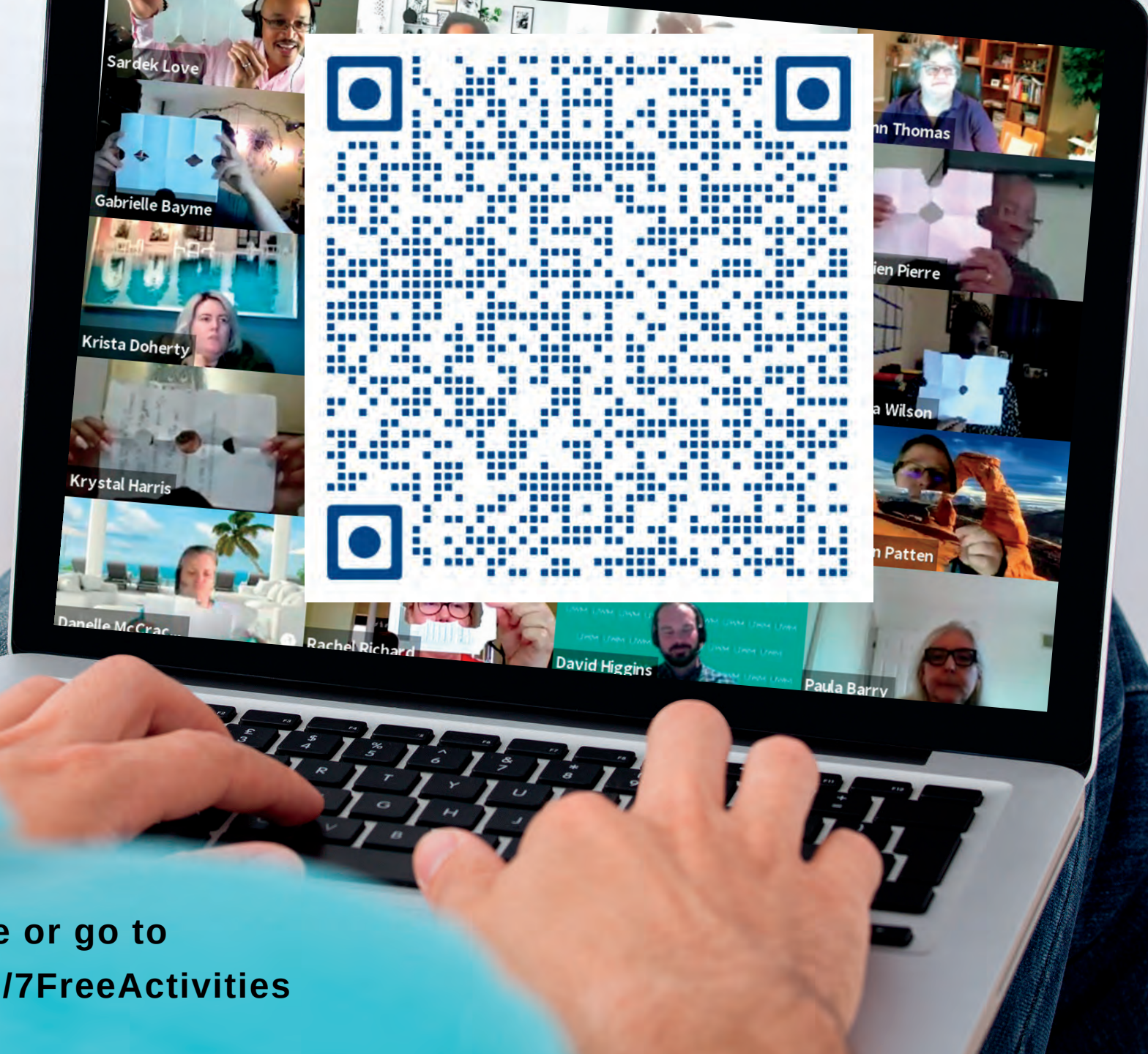
Presentation Essentials

Speak for a Living 2nd Edition





**FREE**  
**ACCESS TO 7 HIGHLY ENGAGING**  
**TRAINING ACTIVITIES**



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