

# THE EMERALD COAST TRAINER



The Newsletter of the  
**EMERALD COAST CHAPTER**

**October 2004**

**Bob Lucas, President  
Creative Presentation  
Resources, Inc.**

## **Use Interim Reviews to Energize and Emphasize!**

Don't wait until the end of a session to gather participant feedback on evaluation forms. At that point it is too late to modify content or delivery to increase effectiveness or improve the learning experience for the current group. Instead, conduct "Interim Reviews" throughout your session. If you are doing a four-hour session insert one halfway through the program. For an all-day session add, one at mid-morning, just before lunch, and in mid-afternoon.

Keep the reviews simple, yet fun. For example, in the morning have participants take out a blank piece of paper, jot down one concept that they thought was valuable thus far, then ball the paper into a wad. Have them gently toss the papers around the room until you say stop. Each person then recovers one page and reads it aloud.

At lunch try a different approach. On a piece of colored paper cut in the shape of a light bulb have each person write one thing that they can immediately apply in their workplace on one side of the paper. On the reverse, have them write one thing they would change related to facilitation, content or otherwise about the session if they were presenting. Before they leave for lunch have participants pass their light bulb in to you. Following lunch, make necessary modifications to the session based on comments received.

In mid-afternoon, do a review activity. Divide participants into two equal sized teams. Line them up on different sides of the room facing one another. Provide a balloon, beach ball or other similar item, which is to be tossed back and forth randomly between the two groups. Each time someone catches the ball, they shout out a concept, idea or strategy learned in the session thus far. Tell them that they cannot name something already mentioned and that the ball should be tossed to someone who has not yet received it. Once all participants have caught the ball once, have everyone sit down. Review session key concepts, especially those that were not mentioned. This is a good energizer for the mid-afternoon slump!

*Bob Lucas is President of Creative Presentation Resources, Inc, an Orlando-based HRD training, consulting and product company which provides creative training programs and workshop materials. He is also the author and contributing author of fifteen books, including The Big Book of Flip Charts.*

©Copyright 2000. Robert W. Lucas, President, Creative Presentation Resources, Inc., P.O. Box 180487, Casselberry, FL 32718  
(800)308-0399/(407)695-5535. FAX: (407)695-7447. Email: [blucas@presentationresources.net](mailto:blucas@presentationresources.net).  
<http://www.presentationresources.net>.

Brain researchers have explored the way that color impacts the brain and specifically, it's impact on learning. One book on the topic of color -- *The Power of Color* by Dr. Morton Walker -- offers insight into integrating color into many aspects of your life.

The value of color research and the way the brain reacts to it cannot be understated. Think of traditional classrooms, conference and meeting rooms. Do the colors stimulate or soothe and lower energy? What color are the average classroom handouts? In what color are many books printed? In what ways do most trainers and educators introduce color into their learning environments? If you realized that the answers to these questions point to a lack of color, then you have recognized the point. Although color is so powerful in conveying messages to learners, it is often absent or misused.

Researchers have found that in addition to light, sound, motion, aromas, variety, novelty and a number of other environmental elements, color can attract and hold attention. It can also stimulate the firing of neurons in the brain which can lead to enhanced learning and retention. To address this color deficit in your own learning environments and meetings, try doing some simple things like:

- Add brightly colored cover sheets to handouts;
- Use various colored markers for writing on flip charts and other writing surfaces;
- Wear bright colored shirts or blouses versus white ones;
- Add color to the environment by doing simple things as putting colorful flip chart pages, posters, balloons, or other colored items that tie to your course content on the walls;
- Use colored props (e.g. Koosh balls, hand clappers, stickers, smile face stress balls, or other items for manipulation) on learner tables that not only add color but also provide quiet personal distractions and can be integrated into the program content; and
- Draw attention to color in activities. For example, choose a group leader or notetaker (scribe) by designating the person with the most of a specified color on to assume that role.

By understanding the impact that color has on the subconscious mind, you can potentially harness its power in designing and using your learning environment, posters, handouts, and other support materials. For example, while cool, darker colors can soothe, calm and relax, bright, hot and neon colors can stimulate, excite, grab attention, and raise emotions.

The following is a listing of some of the emotions evoked by color:

## COLOR EMOTIONS STIMULATED

Red	Stimulates and evokes excitement, passion, power, energy, anger, intensity. Also, can indicate "stop," negativity, financial trouble or shortage.
Yellow	Indicates caution, warmth, mellowness, positive meaning, optimism and cheerfulness. It can also stimulate thinking and visioning.
Dark Blue	Depending on shade, can relax, soothe, indicate maturity, and evoke trust, and tranquility or peace.
Light Blue	Cool, youthful, or masculine image can be projected.
Purple	Projects assertiveness or boldness, youthfulness and a contemporary image. Often used as a sign of royalty, richness, spirituality, or power.
Orange	Can indicate high energy or enthusiasm. Emotional and sometimes stimulates positive thinking. Organic image can result.
Brown	An earth tone that creates a feeling of security, wholesomeness, strength, support, and a lack of pretentiousness.
Green	Can remind of nature, productivity, positive image, moving forward or "go," comforting, growth, or financial success or prosperity. Also, can give a feeling of balance.
Gold/Silver	Illustrates prestige, status, wealth, elegance, or conservative image.
Pink	Projects a youthful, feminine, or warm image.
White	Typically used to illustrate purity, cleanliness, honesty, wholesomeness, enhance colors used and provide visual relaxation.
Black	Represents a lack of color. Creates sense of independence, completeness and solidarity. Often used to indicate financial success, death, seriousness or heaviness of situation.

©2003 by Robert W. Lucas, AMACOM, NY, NY 2003.

Extracted from *The Creative Training Idea Book: Inspired Tips and Techniques for Engaging and Effective Learning*

Bob Lucas is President of Creative Presentation Resources, Inc, a creative training and presentation products company in Casselberry, Florida. He has over three decades of experience training adults. He is a very active in ASTD and is a past president of the Central Florida Chapter. He has written and contributed to fifteen books, including *The Creative Training Idea Book: Inspired Tips & Techniques for Engaging and Effective Learning* and *The Big Books of Flip Charts*. He is also listed in Who's Who in the World, Who's Who in America, and Who's Who in the South and Southeast. For more information on creative training and products, visit [www.presentationresources.net](http://www.presentationresources.net).



# Emerald Coast Chapter 2004 Board Members

President • Juda McAdoo • 729-5366 • [mcadoo@owcc.net](mailto:mcadoo@owcc.net)  
 Past President • Dr. Chris Pierce • 863-0732 • [cpierce@uwf.edu](mailto:cpierce@uwf.edu)  
 President-Elect • Leigh Grantham • 859-2877 • [lvgrantham@chelco.com](mailto:lvgrantham@chelco.com)  
 Secretary • Margaret Chubb • 863-0736 • [mchubb@uwf.edu](mailto:mchubb@uwf.edu)  
 V.P. of Membership • Dr. Becky Spence • 678-5009 • [spencerf@gnt.net](mailto:spencerf@gnt.net)  
 Vice President of Programs • Leigh Grantham • 859-2877 • [lvgrantham@chelco.com](mailto:lvgrantham@chelco.com)  
 V.P. of Hospitality • Pam Thompson • 833-7587 x252 • [pthompson@jobsplus02.com](mailto:pthompson@jobsplus02.com)  
 Vice Pres. of Finance • Jo Jones • 729-6037 • [jonesj@owcc.net](mailto:jonesj@owcc.net)  
 V.P. of Communications • Diane Merkel • 897-4505 • [DDMerkel@cox.net](mailto:DDMerkel@cox.net)

Chapter Website: <http://www.astd-emeraldcoast.org>  
 National ASTD Website: <http://www.astd.org>

*The Emerald Coast Trainer* is published by The Emerald Coast Chapter of the American Society for Training & Development (ASTD). The Editor reserves the right to edit material for clarity and brevity. Contents may not be reproduced in whole or in part without the express consent of ECASTD.

Coming Events	Mark Your Calendars!	
October 19 11:30 – 1:00	ASTD Luncheon: "The Creative Trainer: Strategies to Make Your Presentations Sizzle"	Bob Lucus * <i>Creative Presentation Resources, Inc.</i>
October 19 2:00 – 5:00	SPECIAL: "Tapping the Brain for Learning" Workshop	Bob Lucus * <i>Creative Presentation Resources, Inc.</i>
November 9 11:30 – 1:00	ASTD Luncheon: "Developing an Internal Career Development Program"	Gayle Lantz <i>Work Matters</i>
December 14 11:30 – 1:00	ASTD Luncheon: Networking/"Tool Time" Gift Exchange, Annual Awards	
Jan. 11, 2005 11:30 – 1:00	ASTD Luncheon: "Vocal Power: Is Your Voice Working For or Against You?"	Deborah Boswell <i>Professional Speech Services</i>

\* = Presenter at the 2003 ASTD International Conference

Publicize your events by sending them to Diane Merkel at [DDMerkel@cox.net](mailto:DDMerkel@cox.net).  
 Need an exciting, new opportunity? Check our Job Bank at [www.astd-emeraldcoast.org](http://www.astd-emeraldcoast.org)