

KIDSTRONG: MASTERING THE AMAZING TRIAL EXPERIENCE LECTURE

FACILITATOR GUIDE



How to Use This Guide

This guide will walk you through the KidStrong Amazing Trial Experience Lecture, your role as a facilitator, general facilitation considerations, and guidance for each step of the presentation.

YOUR ROLE AS A FACILITATOR

Defining “facilitator”

A facilitator is defined as “one who helps others learn or who helps make things easy.” A facilitator helps participants collaborate as they explore a topic or issue. Their goal is to encourage participants to:

- Think productively and articulate key ideas
- Ask vital questions
- Uncover variables
- Find solutions
- Identify productive actions

Three Dimensions of the Facilitator’s Role

A facilitator’s role includes three general dimensions:

- To help the group move toward specific goals or outcomes
- To initiate, sustain, and assess a group process that is efficient and collaborative
- To involve all participants and reaffirm their contributions

Be a “Guide on the Side” instead of a “Sage on the Stage”

To improve content retention and engagement, be a “Guide on the Side.” This type of facilitator delivers content focusing more on demonstration, discussion, and practice. According to the National Training Laboratory, these training methodologies encourage average retention rates between 30% and 90%. The “guide on the side” approach:

- Allows participants to explore and interact with each other
- Creates conditions for learning to happen
- Provides participants with advice, assistance, or correction
- Takes a “Learner-centered” approach

PREP AND SETUP

Pre-Session Facilitator Essentials

The facilitator must take care of some basics before beginning any learning experience.

In-person Experiences:

1. Ready the technology: Ensure all necessary technology and A/V equipment is present, tested, and optimally positioned for participant viewing.
2. Prepare the materials: Have all session materials (activities, writing tools, handouts, swag, etc.) readily available.
3. Optimize the space: Arrange the learning space to maximize engagement and participant flow.
4. Communicate with participants: Confirm that all participants receive pre-training notifications, reminders, agendas, and required readings or materials.

Virtual Experiences:

1. Confirm the platform: Confirm the online platform (e.g., Zoom, Google Meet) and ensure meeting links are generated or created.
2. Prepare the materials: Make sure all digital assets are accessible and clearly marked in the production cues. If applicable, confirm that participants have any necessary physical materials (e.g., writing tools, devices) in advance.
3. Communicate with participants: Confirm that all participants receive pre-training notifications, reminders, agendas, and required readings or materials.
4. Optional - Coordinate production: Identify a producer, conduct a pre-session production meeting, and perform a dry run of the experience to ensure smooth delivery and clear cues.

Logistics:

Review program expectations and structures for the group at the beginning of your time together. This should be quick, taking no more than 3-4 minutes. Below are some recommendations for this discussion:

- Establish group norms, expectations, ground rules, and working agreements.
 - Ask participants to articulate expectations for the session.
 - Ask participants to express what they want to learn or get out of the session.
- Provide time for introductions if participants don't know one another.
 - Model introductions by keeping your own introduction warm, brief, personal, and humble.
 - Avoid letting introductions go on for too long. Not only can this eat up valuable time, but it can also impact energy levels when learners are at their freshest.

MASTERING THE ATE

	Duration: 90 Minutes Audience: KidStrong Center Leadership and Coaches undergoing ATE Certification Facilitator: Trained HQ Professional Overall Objective: Participants will understand the purpose, structure, and expectations of the Advanced Practicals, recognizing how they build on foundational skills to test problem-solving and adaptability for ATE certification.
Welcome! Your Journey to ATE Excellence 	Facilitator Notes: Enthusiastically welcome participants to this training session. SAY: "Hello everyone, and welcome to this pivotal session: Mastering the ATE - Advanced Practicals for Certification! We're thrilled to have you here, taking this final step on your journey to becoming a certified KidStrong ATE expert." DO: - Set an energetic and professional tone. [NEXT SLIDE]
From Strong Foundations to Advanced Mastery You've trained for this: • ATE eLearning Completed • In-Center Practicals Mastered • Live ATEs Executed 	Facilitator Notes: SAY: "You've already put in incredible work. You've completed your ATE eLearning, building a solid understanding of the process. Many of you have already run your in-center Practicals, demonstrating the core steps, and some are actively executing live ATEs every day." "Today, we're taking that mastery to the next level." <i>Acknowledge their hard work and dedication.</i> [NEXT SLIDE]

The Purpose of Advanced Practicals

Why Advanced Practicals?

- Real-World Resilience
- Go Beyond *Demonstration*: Test **Analysis & Problem-Solving**
- Navigate Unique Situations & Objections
- Reflect True ATE Expertise



Facilitator Notes:

SAY:

- "While your foundational Practicals focused on *how to execute the perfect ATE step*, Advanced Practicals go deeper. The real world isn't always perfect, right? Families have unique needs, and unexpected moments pop up."
- "These Advanced Practicals are designed to test your ability to **analyze a situation, think critically, and problem-solve on the fly**. It's about demonstrating your resilience and adaptability, navigating those unique situations and objections with confidence and KidStrong flair."

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Your Path to ATE Certification

Your Journey to ATE Expert Includes:

- Completion of All ATE Trainings
- Successful run of in-Center Practicals and evaluation of live Trial(s)
- Passing evaluation of Advanced Practicals

Facilitator Notes:

SAY:

- "Successfully completing and scoring well on these Advanced Practicals is a **key part of your Sales Certification**. Think of this as the final exam of your practical skills."
- "Coupled with your completion of all other ATE trainings – like the eLearning courses you've taken – these Practicals will qualify you as a KidStrong ATE expert."

DO:

- Emphasize the high standard and value of certification.

[Specific details about the full certification criteria and ongoing requirements will be provided by KidStrong]

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Why the ATE Training Matters

Elevating Excellence, Driving Growth

- Ensures Consistent, World-Class ATE Delivery
- Empowers Center Leaders & Coaches with Advanced Skills
- Directly Impacts Member Acquisition & Retention



Facilitator Notes:

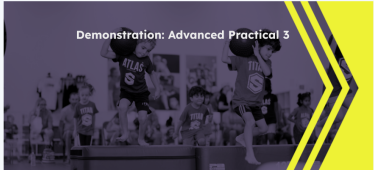
SAY:

- "Why does completion of all of the ATE training material matter? It's about elevating our entire network. Certified experts ensure a consistent, world-class ATE experience across *all* KidStrong centers."
- "It empowers you with the advanced skills to handle any scenario, directly impacting our member acquisition and retention, and

	ultimately, the growth of our KidStrong family." [NEXT SLIDE]
What Makes Them "Advanced"? Advanced Practicals: Analysis, Adaptability, Action! - Familiar Structure: Still follow the 6 Steps of the ATE. - New Challenge: Integrated "Audibles" & "Objections." Focused on your ability to: - Analyze the unexpected situation. - Problem-Solve on the fly. - Adapt your strategy while maintaining KidStrong DNA.	Facilitator Notes: SAY: "So, how do these Advanced Practicals differ from what you've done in your centers? The structure will feel familiar – they still relate to those 6 core steps of the ATE process you know so well." "The key difference is the integrated challenge. We're injecting those 'Audibles' and 'Objections' we've discussed directly into the scenario, creating real-world pressure points." "Your success will hinge on your analysis of the situation, your immediate problem-solving skills, and your ability to adapt your perfect ATE delivery while staying true to your KidStrong DNA." <i>Engage audience: "Who's ready for a challenge?"</i> [NEXT SLIDE]
Your KidStrong DNA in Action Center Leadership DNA: Passionate, Leader, Strong Communicator, Community Builder, Emotionally Balanced, Results Driven Coach DNA: Passionate, Command Presence, Teacher, Professional, Performer, Mentor 	Facilitator Notes: SAY: "Remember your KidStrong DNA traits? These are your superpowers. In these Advanced Practicals, they won't just be characteristics; they'll be your navigational tools for solving problems." "We'll be looking for how your specific DNA traits for Center Leadership or Coach allow you to thrive under pressure and adapt your strategy effectively." <i>Briefly remind participants which role (CL or Coach) is typically evaluated for which Practical (CL for P1 & P3, Coach for P2 & P3).</i> - Now, let's dive into each Practical. [NEXT SLIDE]
Advanced Practical 1: Overview Welcome to KidStrong - with a twist! The Challenge: Deliver a world-class welcome while managing a significant time crunch upon arrival and/or a child's initial hesitation. Focus: Leader, Strong Communicator, Emotionally Balanced, Results Driven DNA. 	Facilitator Notes: SAY: "Our first Advanced Practical focuses on that critical first impression. You'll be evaluated as Center Leadership here."

	• "The challenge is immediate: managing a family arriving with very little time before class starts, or navigating a trial child who is visibly hesitant to join the floor." • "We'll be observing how your Leader, Strong Communicator, Emotionally Balanced, and Results Driven DNA enable you to adapt and ensure a seamless, positive start." [NEXT SLIDE]
Advanced Practical 1: Step-by-Step Challenge Part 1: Meet & Greet - The Time Crunch Welcome • Challenge: Arrives 5 mins before class. Part 2: What is KidStrong? - The Quick Value Proposition • Challenge: Only 1-2 mins to convey value. Part 3: Class Walkthrough - Overcome Hesitation & Build Comfort • Challenge: Kid is visibly shy/reluctant to step on floor.	Facilitator Notes: SAY: • "Let's break down the specific challenges you'll face in this Practical." • "In the Meet & Greet, the clock is ticking – how do you make that essential first connection when time is almost gone?" • "For What is KidStrong?, you'll have to distill our powerful message into a potent, lightning-fast overview." • "And in the Class Walkthrough, your empathy and leadership will be tested as you guide a hesitant child and their concerned parent onto the blue floor." [NEXT SLIDE]
Advanced Practical 1: Demonstration 	Facilitator Notes: SAY: • "Now, let's see what a successful execution of this Advanced Practical might look like." • "I'll demonstrate, or we'll watch a video, showcasing how a certified ATE professional analyzes, adapts, and still delivers a world-class welcome under pressure." DO: • <i>Perform a brief live role-play (or play a video) demonstrating the challenges and the successful adaptation for Advanced Practical 1. Focus on the CL's efficient movement, calm demeanor, concise communication, and empathy for the child.</i> • <i>After demo: "Notice how the Leader's calm Emotionally Balanced DNA allowed them to think clearly under pressure, and their Strong Communicator DNA delivered the precise message needed in a very short time."</i>

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Advanced Practical 2: Overview Parent Check-Ins - Plus Challenges! The Challenge: Engage a concerned or unsure parent, address concerns/objections, and reinforce value during class check-ins. Focus: Teacher, Mentor, Professional, Strong Communicator, Emotionally Balanced DNA. 	Facilitator Notes: SAY: • "Moving into the class, Advanced Practical 2 puts the spotlight on parent engagement. This is where you're evaluated as a Coach." • "The challenge here is to not just check in, but to proactively engage a distracted parent or skillfully address a direct objection about our program's value or structure." • "We'll be looking for how your Teacher, Mentor, Professional, Strong Communicator, and Emotionally Balanced DNA enables you to connect and overcome these hurdles." [NEXT SLIDE]
Advanced Practical 2: Step-by-Step Challenge Part 1: Parent Check-In #1 - The Distracted Parent / Initial Concern • Challenge: Parent distracted, expresses mild, general concern. Part 2: Parent Check-In #2 - The Specific Objection / Closing Hesitation • Challenge: Parent raises a direct, specific objection	Facilitator Notes: SAY: • "In the first check-in, your ability to cut through distraction and address a subtle concern will be key." • "The second check-in demands precision: identifying a win, acknowledging a direct objection, investigating its root, and providing a powerful solution using the AIS framework." [NEXT SLIDE]
Advanced Practical 2: Demonstration 	Facilitator Notes: SAY: • "Now, let's see what a successful execution of this Advanced Practical might look like." • OR "Let's observe how a certified Coach handles these complex parent interactions." DO: • <i>Perform a brief live role-play (or play a video) demonstrating the challenges and the successful adaptation for Advanced Practical 2. Focus on the Coach's ability to listen, ask clarifying questions, and deliver tailored solutions using AIS.</i> • <i>After demo: "Notice the Coach's Strong Communicator DNA in asking those crucial investigative questions, and their Teacher DNA"</i>

	<i>in clearly explaining the 'why' behind our program model."</i> [NEXT SLIDE]
Advanced Practical 3: Overview Close & Onboard - under pressure! The Challenge: Confidently close and onboard a family, navigating a significant objection (decision-maker absent, cost) and a time-constrained departure. Focus: Results Driven, Strong Communicator, Emotionally Balanced, Leader DNA. 	Facilitator Notes: SAY: • "Finally, our ultimate test: the close and onboarding under pressure. This will be evaluated as Center Leadership." • "You'll face a family with a major objection at the point of decision, <i>and</i> they need to leave immediately. This demands precision and prioritization." • "We're looking for your Results Driven, Strong Communicator, Emotionally Balanced, and Leader DNA to shine as you secure the member and ensure a smooth, if expedited, onboarding." [NEXT SLIDE]
Advanced Practical 3: Step-by-Step Challenge Part 1: The Close - Navigating the Absent Decision-Maker / Cost Objection • Challenge: Strong objection + need to leave immediately. Part 2: KidStrong Onboarding - The Expedited & Empowered Handover • Challenge: Essential onboarding completed with limited time, other customers waiting.	Facilitator Notes: SAY: • "This Practical combines two high-stakes challenges into one." • "In the Close, your AIS framework application must be lightning fast and effective under the pressure of their departure." • "And for Onboarding, you'll need to prioritize essential steps, ensuring a welcoming experience even when it's incredibly brief." [NEXT SLIDE]
Advanced Practical 3: Demonstration 	Facilitator Notes: SAY: • "Let's watch an expert at work, bringing it all together." DO: • <i>Perform a brief live role-play (or play a video) demonstrating the challenges and the successful adaptation for Advanced Practical 3. Focus on the CL's prioritization, confident objection handling, and efficient onboarding.</i> • <i>After demo: "Observe the Leader's quick decision-making on what to prioritize, and the Results Driven focus on getting that</i>

	<i>commitment and essential information despite the rush."</i> [NEXT SLIDE]
Debrief & Key Takeaways Recap: Analysis, Adaptability, Action Your DNA: Your Core Strength 	Facilitator Notes: SAY: • "Fantastic job everyone! That was a lot to cover and experience." • "The core takeaway today is that true ATE mastery isn't just about knowing the steps; it's about your ability to analyze, adapt, and take action when the unexpected happens." • "Your KidStrong DNA traits are not just labels; they are the core strengths that empower you to navigate these complex scenarios." DO: • <i>Open the floor for 1-2 quick questions.</i> [NEXT SLIDE]
Your Journey Continues: Next Steps • Review all ATE Training Modules (eLearning, Practicals) • Schedule Your Official Advanced Practical Evaluation 	Facilitator Notes: SAY: • "Your journey to Certification culminates with the successful completion of these Advanced Practicals." • "We encourage you to review all ATE training modules. Your HQ evaluator will be in touch to schedule your official Advanced Practical Evaluation." • "Thank you for your dedication to excellence and for being a true KidStrong professional!" DO: • <i>End with a high-energy closing.</i> [NEXT SLIDE]