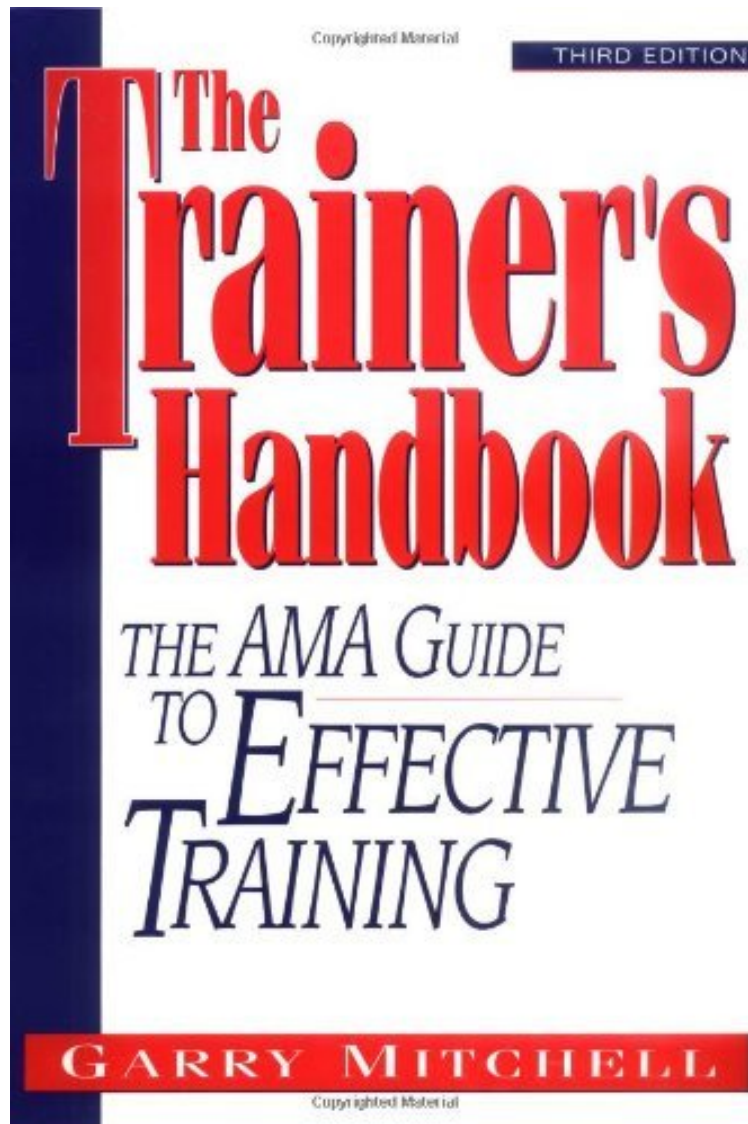


The Trainer's Handbook: The AMA Guide to Effective Training

Garry Mitchell

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Garry Mitchell : The Trainer's Handbook: The AMA Guide to Effective Training before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Trainer's Handbook: The AMA Guide to Effective Training:

The American Management Association guide to effective training. Now in its third edition, The Trainer's Handbook is the classic problem solver for experienced and novice trainers alike. It's packed with guidance for handling every aspect of training, from planning and preparation to writing lesson plans; using games, exercises, and visual aids in the

classroom; selling the training function to senior management; negotiating with vendors; and assessing training results. It will help trainers: * develop and deliver training programs that enhance on-the-job performance* improve their own leadership and platform skills* use technology effectively* deal with training problems like illiteracy, reluctant (or overeager) participants, budget constraints, and moreThis "bible of the training industry" includes new chapters on training for teams, on-the-job training, tying training to business needs, and training in technical and sales environments.

About the Author GARRY MITCHELL (Yarmouth Port, MA) is president of GM Training Specialists, training employees for major U.S. companies and international organizations.