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## UNIT 2: YOUR ROLE AS INSTRUCTOR

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In this unit you will learn about:

- **The Role of the *CERT Basic Training* Course Instructor.** What roles a *CERT Basic Training* instructor plays and what qualities can be found in an effective *CERT Basic Training* instructor.
- **The Qualities and Attributes of a Good Presenter.** What an instructor can do to be an effective instructor.

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## UNIT OVERVIEW

This unit looks at what roles and qualities make an instructor effective. The unit also examines the qualities that make an instructor a good *presenter*.

The goal of every *CERT Basic Training* class is to prepare people to help in the event of a catastrophic disaster:

- Themselves
- Their families
- Their neighbors, coworkers, and others

This unit looks at what an effective instructor needs to be in order to accomplish the goals of every *CERT Basic Training* class.

At the conclusion of this unit, the participants will be able to:

- Describe the roles of the CERT instructor
- State the desired qualities of an effective CERT instructor
- List the qualities of a good presenter
- Explain how to develop a teaching style that conveys those qualities

Six instructor roles are examined:

- A subject matter expert
- A trainer
- An evaluator
- A friend and coach
- A role model
- A classroom manager

## THE *CERT BASIC TRAINING* INSTRUCTOR

An effective instructor has many talents and wears many hats.

### ROLE #1: SUBJECT MATTER EXPERT (SME)

The instructor has to know the *CERT Basic Training* course curriculum:

- What is in each of the *CERT Basic Training* units
  - Learning objectives
  - Content
- How the units relate to each other
- How to conduct the hands-on exercises correctly

In this course, there will be a review of each of the nine units in the *CERT Basic Training* course. These review units will focus on the hands-on activities and how to conduct them effectively.

You will become more knowledgeable of the *CERT Basic Training* curriculum every time you review, practice, and teach the material.

### ROLE #2: TRAINER

Some people think that if you know the information, you can teach it. Sometimes this is true. But many people who are subject matter experts don't know how to get the information out of their heads and into someone else's head.

An effective instructor knows how to transfer knowledge to learners. A skilled trainer can:

- Teach to different learning styles
- Provide a learning environment where adults can learn best
- Present content effectively

One of the greatest tools for being a good trainer is to follow the *CERT Basic Training* course Instructor Guide as it is written. It employs sound adult learning principles.

### THE *CERT BASIC TRAINING* INSTRUCTOR (CONTINUED)

In this course, we will talk about:

- How to maximize learning
- The attributes of a good presenter

Both of these will help you be a better trainer.

#### **ROLE #3: EVALUATOR**

It is not enough to know the material and to know the best ways to transfer knowledge.

Good learning involves a change in behavior. For example, a participant can not only say what a pressure bandage is but he or she can show the instructor the correct way to apply a pressure bandage.

The instructor needs to see that the participants' behavior has changed, that they have learned the new skill. There are both formal and informal ways to evaluate whether that progress has been made.

In this course, Unit 5 discusses evaluating progress and how and when to do it. The unit also covers how to ask good questions and how to give useful feedback. These are all ways to evaluate progress.

#### **Role #4: Friend and Coach**

An effective instructor has a relationship with the class as a whole and with the individuals in the class.

The instructor makes a point of meeting each person and getting to know something about that person. This helps to put the participants at ease and make them feel part of the class.

In this course, there is a unit on getting to know your audience.

Part of this friend/coach role requires the instructor to be a motivator. This is particularly important as many participants will be there for different reasons (as further discussed in Unit 11, *Manage the Classroom*). Your job is to identify what is motivating the participants to be in class (family safety vs. community response) and to reinforce that motivation.

### THE *CERT BASIC TRAINING* INSTRUCTOR (CONTINUED)

A good instructor should:

- Be enthusiastic
- Expect a good performance
- Make the training relevant
- Use positive reinforcement
- Correct with sensitivity and empathy
- Encourage and encourage

#### **ROLE #5: ROLE MODEL**

Instructors must be ambassadors for CERT. Participants look to the instructor to show and reinforce behavior and important habits, e.g., safety and appropriate use of humor.

An instructor can model CERT values and messages in the following ways:

- Always wear correct safety equipment.
- Work effectively as part of a team.
- Value the participants as important assets.
- Be prepared.
- Function effectively as a leader.
- Insist that skills are practiced multiple times.

Throughout this course, there will be reminders about values and messages that should be modeled.

**THE *CERT BASIC TRAINING* INSTRUCTOR (CONTINUED)**

**ROLE # 6: CLASSROOM MANAGER**

It is not enough to know the *CERT Basic Training* curriculum and how to teach effectively. An instructor also needs to know how to manage the classroom. This includes skills such as:

- Time management (sticking to the schedule but also being flexible in terms of schedule “glitches”)
- Transitioning smoothly from one unit to the next
- Being able to run the training equipment
- Arranging for activity supplies
- Working with participants with a different agenda or with physical or mental limitations
- Being inclusive (not making anyone feel left out)
- Dealing with sensitive topics, e.g., touching

In this course, Unit 11 will teach more about managing the classroom successfully.

In this course, there are many opportunities to learn more about the six roles of an instructor. Other units of this course that offer additional information on each role include:

- Subject Matter Expert: *CERT Basic Training* review in Units 3, 4, 6, 7, 8, 10, 12, 13, 14
- Trainer: Unit 2, Your Role as Instructor, and Unit 5, Maximize Learning
- Evaluator: Unit 5, Maximize Learning
- Friend and Coach: Unit 11, Manage the Classroom
- Role Model: Throughout this course
- Classroom Manager: Unit 11, Manage the Classroom, and Unit 16, Preparing for the *CERT Basic Training* Course

### **GOOD *CERT BASIC TRAINING* INSTRUCTOR QUALITIES**

A good CERT instructor should have these qualities:

- Prepared
- Energetic
- Enthusiastic
- Interested
- Sensitive
- Makes training fun, safe, and interactive
- Leaves the ego and war stories at home
- Patient
- Sense of humor

### **GOOD PRESENTER QUALITIES**

So far we have discussed the qualities of a good **instructor**. Now we are going to discuss the qualities of a good **presenter**.

Some people think that the most important thing about an instructor is what they have to say. Do they know what they are talking about, or are they only full of hot air?

But participants often judge an instructor differently – not by **what** he or she says but by **how** he or she says it and by how he or she looks.

To maximize learning, a trainer must first be credible. Credibility is based:

- 45% on how you appear
- 45% on how you sound
- 10% on the actual words you say

For the rest of this unit, the focus will be on the “how” of an instructor’s presentation.

### GOOD PRESENTER QUALITIES (CONTINUED)

A good presenter is:

- Sincere
- Enthusiastic
- Lively
- Expressive
- Interesting
- Assertive
- Convincing
- Credible
- Confident
- Poised
- Professional
- Funny
- Accepting

### THE MODEL PRESENTER

#### EXERCISE: THE SUPER TRAINER

**Purpose:** This exercise allows you to share your knowledge of qualities that make an instructor a good presenter.

**Instructions:**

1. Break into small groups.
2. Look at the “Super Trainer” handout.
3. Fill in the blank boxes on the handout with qualities that make a good presenter.

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General Appearance:

Face:

Eyes:

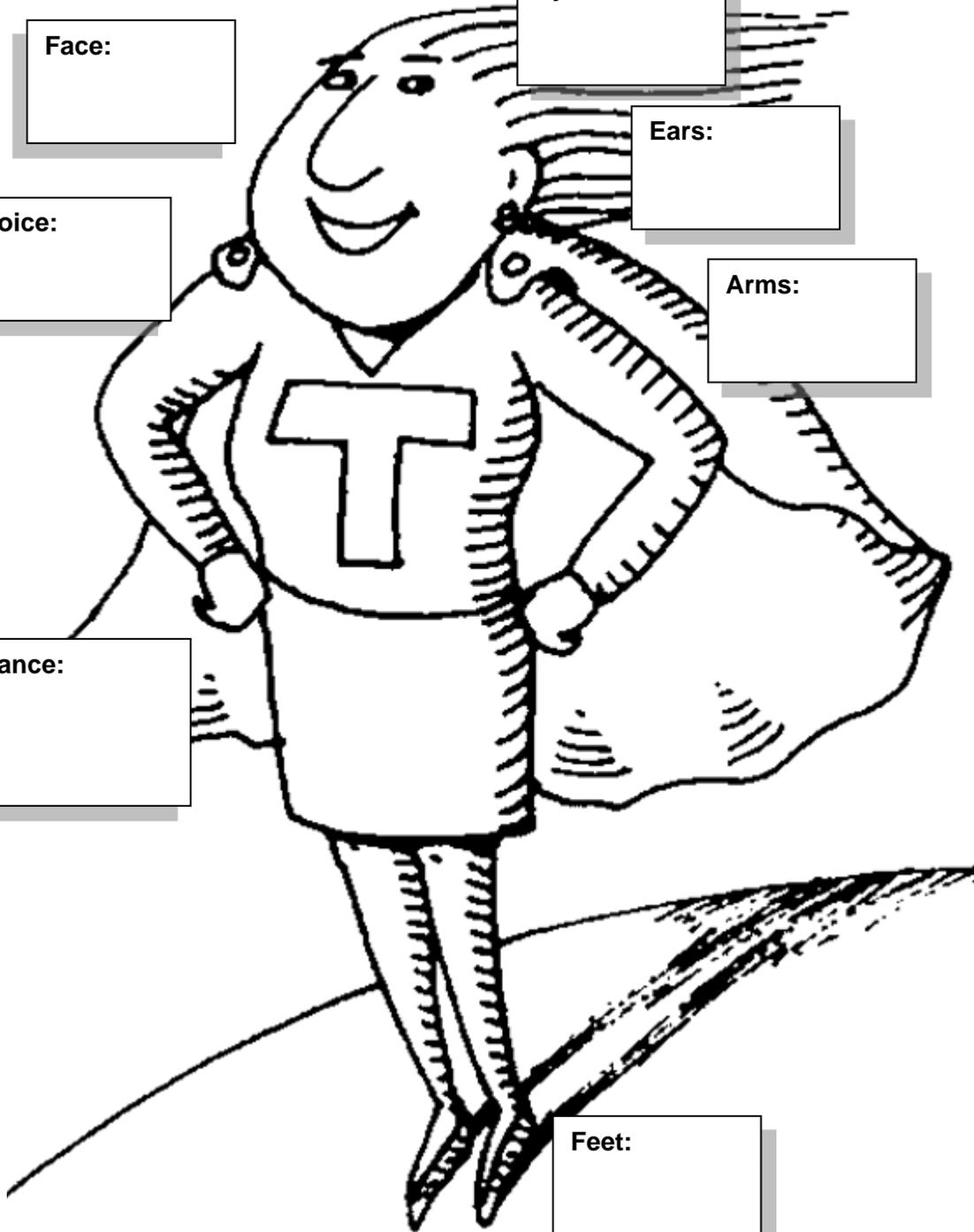
Ears:

Voice:

Arms:

Body/Stance:

Feet:



The Model  
Presenter/Trainer

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## THE MODEL PRESENTER (CONTINUED)

### PRESENTER APPEARANCE

A presenter should:

- Be neat and clean, top to bottom
- Wear simple dress
- Have no jingles (jewelry or in pockets)
- Wear correct attire (proper dress makes you appear professional)

The next several categories will cover the qualities that make a good presenter.

### PRESENTER EYES

- Make eye contact more often than not (don't stare at notes or PowerPoint slides).
- Make sure to scan the group; this makes you appear sincere.

### PRESENTER EARS

The presenter's ears should be:

- Listening to the participants and what is going on in the classroom
  - Sometimes it's hard to monitor everything so ask your fellow instructor to let you know if you miss something

### PRESENTER FACE

The presenter's face should be:

- Animated
- Smiling a lot, with mouth and eyes

## THE MODEL PRESENTER (CONTINUED)

### PRESENTER VOICE

The presenter's voice should:

- Vary pace, but never be so slow that people get bored or so fast that people can't keep up
- Vary volume
- Use inflections
- Use pauses for emphasis and to add suspense
- Watch "er" and "um"

A strong, powerful voice is one of a presenter's greatest tools. It helps you keep control of the class. Be a 7-8 on a scale of 1-10.

### PRESENTER STANCE

The presenter's stance should be:

- Open
  - Don't cross arms or slouch.
- Inviting
  - Smile and make eye contact with participants.
- Good posture
- Poised and confident

## THE MODEL PRESENTER (CONTINUED)

### PRESENTER ARMS

- Use gestures purposefully.
- Don't flail or point.

### PRESENTER FEET

The presenter's feet should:

- Move around purposefully (to maintain interest of participants)
- Not stand in one place but not move constantly
- Not fidget, rock, or pace back and forth

### PRESENTER ATTITUDE

The final thing to look at is the overall attitude and manner of the presenter. An effective presenter's attitude is:

- Positive
- Accepting
- Enthusiastic
- Encouraging

However, while the presenter projects energy, his or her manner is confident, calm, and matter of fact. The presenter is in control.

Good teaching is a performance. An instructor has to get into the role to be effective. Some of us really need to dig deep for some acting skills to be a good presenter.

In the end, every instructor has to find his or her own style. But it must be a style with the qualities required of a good presenter.

## **UNIT SUMMARY**

As an instructor, you need to be a:

1. Subject matter expert
2. Trainer
3. Evaluator
4. Friend and coach
5. Role model
6. Classroom manager

At all times, the focus is on the participant. Training is not about what the instructor knows but how well the instructor transfers his or her knowledge to the participant.

In addition to all of the roles you need to fulfill to be an effective instructor, you also need to embody the qualities that make a credible, engaging presenter.