



Train with Conviction™ – Training Builder Worksheet

Step 1: Define Your “Why”

Purpose: Why does this training exist?

- **What’s at stake if it succeeds—or fails?**

Write it out:

Step 2: Know Your Audience

Who are you training? (Role, experience level, generation, learner type)

- **What do they care about? What will engage them?**

Audience profile:

Step 3: Outline Your Training Blueprint

Set your objectives:

- What 1–3 outcomes should learners walk away with?

Learning Objectives:

1. _____

2. _____

3. _____



Train with Conviction™ – Training Builder Worksheet

Plan your session flow:

Purpose: Build out from your objectives the flow of the session

Segment	Description	Time
Opener	Purpose + “What’s In It For Me”	
Content Block 1	Key concept, short story	
Activity	Group discussion, partner work, etc.	
Content Block 2	Expansion or application	
Reinforcement	Recap, next steps, follow-up plan	

Depending on how long your training session is, you may need to add additional time for breaks (10 - 15 minutes). Also, this chart is the basic building block to get your training started, you may want to add additional Content Blocks and Activities to keep your audience engaged.



Train with Conviction™ – Training Builder Worksheet

Step 4: Apply the Conviction Method™ (CORE)

CORE Pillar	How You Will Apply It In This Session
Clarity	
Ownership	
Reinforcement	
Energy	

Step 5: Build Your Follow-Up Strategy

What reinforcement tools will you use?

- (Recap emails, peer check-ins, manager prompts, etc.)

List at least 2:

1. _____
2. _____



Train with Conviction™ – Training Builder Worksheet

How will you know it worked?

(Use surveys, feedback, KPIs, observation)

Measurement Plan:

Final Reflection: Your Training Manifesto

“When I train, I commit to...”

Write your personal trainer legacy statement:

One final note, whether you are new to training or not, it's always helpful to you as a trainer to get feedback. Create a survey for your audience to provide you feedback. Items to consider:

- Content
- Clarity
- Ownership
- Reinforcement
- Energy
- What did you learn?