



Engage: The Trainer's Guide to Learning Styles

By Jeanine O'Neill Blackwell

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Discover Your Training Style Strengths and Build Your Skills with Online Tools, Videos, and More

"A superb book that gives learning and development professionals in every industry an automatic must-read. This book is filled with wisdom and insight as well as clear analytic models and real actionable concrete steps." -- Bruce Tulgan, author of *It's OK to Be the Boss* and *Managing Generation X*

"Engage takes the innovation of 4MAT® and looks at it through the lens of the trainer. An engaging learning experience itself, Engage is full of interactive assessments, links to videos, and foolproof action plans and ideas designed to transform any learning event into a dynamic learning experience."-- Shelley Barnes, executive director, Field Education/Program Development, Aveda Corporation

For any trainer who needs easy-to-apply strategies that are grounded in solid research, Engage offers a hands-on guide to understanding learning styles. It includes a four-step model for engaging all learning styles in any learning situation. The book integrates both the art and research-based science of strong instructional design reaching all learning styles with activities, tricks, and tips that are proven to boost skills quickly.

Filled with illustrative examples and online companion resources, the book explores the brain research that lays the foundation for the book's 4MAT® model and includes activities and strategies that can be applied for each step in the process. Engage also gives the reader access to an online version of the 4MAT® Training Style Inventory. The results of the assessment give a strengths score in four key training roles.

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Editorial Review

From the Back Cover

Discover Your Training Style Strengths and Build Your Skills with Online Tools, Videos, and More

Engage The Trainer's Guide to Learning Styles

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An extensive training tool designed to reach all learning styles, this work is based on sound learning theory and is a remarkable combination of practical and theoretical. It will be of value for many trainers in many contexts. —Dr. James E. Zull, author of *The Art of Changing the Brain* and *From Brain to Mind: Using Neuroscience to Guide Change in Education*

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About the Author

Jeanine O'Neill-Blackwell is the president and CEO of 4MAT 4Business® (4mat4business.com), a training and development company that provides consulting, training, and assessment tools for leaders, managers, and trainers on using the award-winning 4MAT® Learning and Leadership Cycle to effectively communicate, lead, train, and coach.

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