The 7-point workshop selection checklist

1. Relevant?
Select one that fits your participant profile. An easy way to do this is to look for testimonials and reviews from similar people.

2. Easy to apply?
Workshops that let your people practice the concepts are best; but in general, see that the concepts relate to real-world application in your line of business.

3. Serious enough?
Check if the workshop you select has the intensity to fully utilize your managers’ valuable time.

4. Engaging?
Your managers are accomplished in their roles and experts in your business - it takes a lot to interest them. Select one which engages participants by design.

5. Is there prep, and follow-up?
Good pre-work should ensure participants look forward to the workshop, while post-work should track application of concepts learnt.

6. Multi-level insights?
A good workshop should give immediately implementable thumb-rules and cheat sheets; as well as concepts and frameworks for interpreted, long-term application.

7. The company you keep...
If this is an open event, check your peer group: Homogenous groups bring deeper understanding, while more diverse groups provide different perspectives.

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