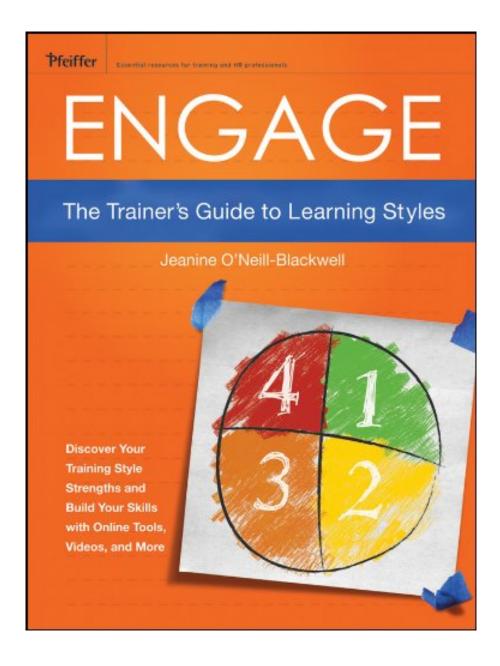


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From the Back Cover

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

Engage The Trainer's Guide to Learning Styles

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.

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

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

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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#### 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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Read and apply

By Heidi Matthews

We at Grundfos utilize the 4MAT model to design our training for our employees world wide. Engage is a great book to build the skills of your team, but more importantly as an individual. Unlike many books in our Learning and Development industry, the author has delivered the learning in an entertaining and practical style. You are able to apply the model to your training delivery right away. You will watch yourself transform.

2 of 2 people found the following review helpful.

Deep Book Yet Remarkably Simple to Follow-- Mark it up and use it well!

By Kelly E. Mcclelland

Jeanine is a great trainer! I've taken some of her free online material and wanted to learn more. Hope to attend one of her training programs in the near future. As a teacher, I've seen the power of many of the things that she has developed. This application to business and training programs will no doubt create better results.

3 of 4 people found the following review helpful.

4MAT changed my life!

By Harriette Schumacher

I was transformed by Jeanine and 4MAT in 2005. I went from a death by powerpoint, information overloader type of "presenter" to a professional facilitator who creates meaningful learning which speaks to everyone in the room. What I love most about 4MAT is that it brings a common language to your audience. It also

provides a logical approach to lesson planning, which makes the design process simple and impactful.

Jeanine is the most engaging faciliator I have ever worked with, so you can expect her book "ENGAGE" to be nothing less than extraordinary. Not only is it visually appealing, it is exactly what creative trainers are looking for. The book reads as though Jeanine is sitting beside you, coaching you along the way which makes the journey so much fun.

After several years of using 4MAT I am reconnected to my craft now that I have this book. I already have many dog eared pages, and lots of underlining in my copy. It travels with me wherever I go!

If you want to create memorable learning experiences that engage everyone then this is the book for you. Highly recommended!

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