Priming Communication

What: Communication sent to the learner that generates interest in the training, increases the perceived expertise of the facilitator and increases motivation to learn and transfer by illustrating how it will benefit the learner.

When to use: Priming phase (pre-training) (ILT/WBT)
Example:

Hi,
I am excited to see you at **The Future of Learning: Multipliers That Make Change Last**. As an L&D professional, you strive to enable your learners to grow and accomplish their goals by turning their learning into action. This session is packed with research-based approaches and tools that will maximize the success of your training.

By actively engaging in this session:

- You will gain a concrete understanding of what learning transfer is, and how it is influenced.
- You will thrive when faced with transfer challenges in your organization.
- Master research-backed methods for learning transfer success.

What the learners say:

> **"**Eye-opening and inspiring. I now have the tools to make a real difference with my training"
>
> "Fantastic session! The examples from the research are impressive and it's easy to see how it can be applied in my workplace**"**
> — Name of person

Your facilitator: Fergal Connolly

Fergal helps L&D professionals close the transfer gap and create learning that actually changes behavior. A research-driven practitioner with a background in psychology, education, and the full L&D lifecycle, he turns complex evidence into simple, actionable strategies. He's been published by ATD and Training Industry, and hosts the Multiply Transfer Radio podcast. Find resources and more at multiplytransfer.com.

Looking forward to seeing you!

Regards,

Fergal

Learner Priming Template:

Notes for use: remove the ==green highlighted text== and edit the ==yellow highlighted text== to suit your needs. Try to use priming words when possible. Priming words are in ==orange highlighted text.==

==General welcome message:== ==I am excited to see you at Influencing Learner Behavior Using Research-proven Design Methods.== ==Link training to goals of learners / why they were chosen:== ==As an L&D professional you== ==strive== ==to enable your learners to grow and== ==accomplish== ==their goals by turning their learning into action.== ==How this session will help learners achieve their goals:== ==This session is packed with research-based approaches and tools that will maximise the== ==success== ==of your training.==

==Detail how learners will use what they learn to be more effective:== ==By actively engaging in this session:==

==You will== ==gain== ==a concrete understanding of what learning transfer is, and how you can influence it.==

==You will== ==thrive== ==when faced with transfer challenges in your organization.==

==You will demonstrate== ==mastery== ==of research-backed methods for learning transfer== ==success.==

==Positive impressions of peers:== ==What the learners say:==

=="Eye-opening and inspiring. I have the tools now to make a real difference with my training"==

=="Fantastic session! The examples from the research are impressive and its easy to see how it can be applied in my workplace"==

Priming words:

1. Prevail

2. Accomplish

3. Compete

4. Strive

5. Thrive

6. Triumphed

7. Achieve

8. Mastered

9. Win

10. Success

11. Gain

12. Attain

Source:

Stajkovic, A.D., Latham, G.P., Sergent, K. et al. Prime and Performance: Can a CEO Motivate Employees Without Their Awareness?. J Bus Psychol **34**, 791–802 (2019). https://doi.org/10.1007/s10869-018-9598-x

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