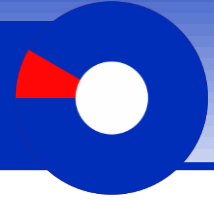


Teacher Trainer Certification Program 2



A Quick Recap of Level 1

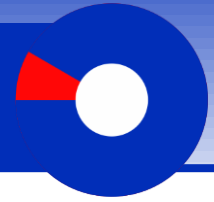
How Learners Think & Learn (Including Adults) – Understand different learning styles to teach anyone, anywhere.

Structuring Lessons for Results – Build lessons that get students (and future trainees) real outcomes.

Speaking & Presenting with Impact – Become a compelling teacher-presenter who holds attention and delivers value.

Introduction to Learning Needs Analysis – Learn how to spot gaps and pitch solutions—skills that make you valuable as a trainer.

Teacher Trainer Certification Program 2



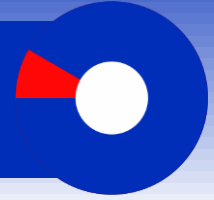
A Quick Recap of Level 1

Foundations of Curriculum & Content Design – Package what you know into a framework others will pay to learn

Case Studies, Role Play & Real-Life Teaching Strategies – Increase your effectiveness with active, interactive techniques.

Introduction to Facilitation Tools (Low-Tech to Digital) – Use tools that make your lessons smarter, not harder

LEVEL 2: The Facilitator and Trainer



Core Focus: Turn your classroom experience into training authority and learn how to **monetize your knowledge**.

📌 **Outcomes:**

- Build your brand as a trainer
- Learn how to teach teachers and build offers

Begin to monetize your teaching experience

Module-1

Facilitation Mastery: How to Lead and Train Like a Pro

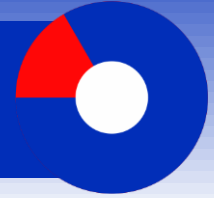
Presentation and facilitation skills are indispensable for teacher trainers. Whether delivering workshops, leading discussions, or mentoring educators, **the ability to communicate clearly, engage audiences, and manage group dynamics** transforms information into **actionable knowledge**.

This module equips you with evidence-based strategies to elevate your training impact.



Module-1

Learning Objectives



Apply a 5-step framework to design and deliver effective presentations/facilitations.

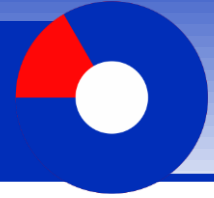
Implement practical techniques to enhance engagement and clarity.

Debunk common myths about presentation skills.

Manage anxiety and optimize personal presence.

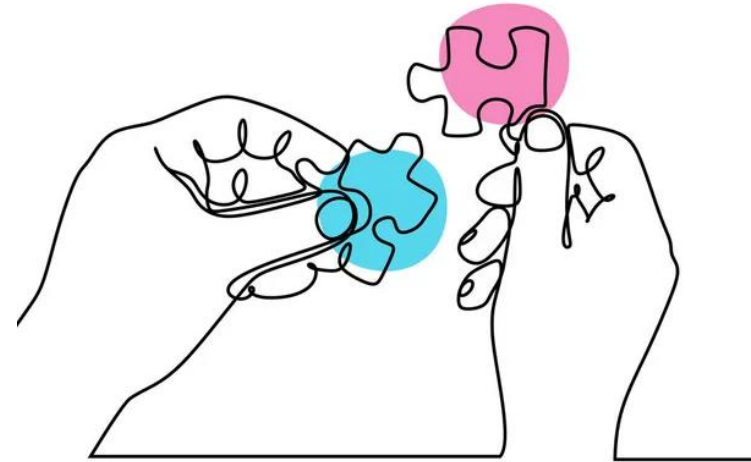
Anticipate and navigate common facilitation challenges.

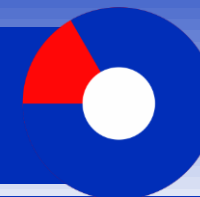
Key Concepts



1. Presentation vs. Facilitation

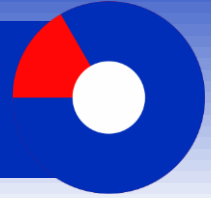
- **Presentation:** Structured communication of ideas (e.g., lectures, keynotes). *Goal:* Inform, persuade, or inspire.
- **Facilitation:** Guiding groups toward shared goals through dialogue and collaboration (e.g., workshops, team meetings). *Goal:* Foster participation and collective problem-solving.





2. The Five Step Approach

| Step | Key Actions | Teacher Trainer Example |
|----------------------------|--|---|
| 1. Define Purpose | Clarify objectives ("What should learners <i>do</i> after this session?"). | <i>Objective:</i> "Teachers will implement student-centered icebreakers in Week 1." |
| 2. Analyze Audience | Assess prior knowledge, needs, and expectations. | Ask: "Do trainees need theory refreshers, or just practical templates?" |
| 3. Develop Content | Research; prioritize 3–5 key takeaways. | <i>Focus:</i> Evidence-based classroom management techniques. |



2. The Five Step Approach

4. Outline Structure

Allocate time: Intro (10%), Body (80%), Conclusion (10%).

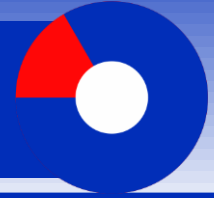
Plan: 5-min hook, 40-min practice, 5-min Q&A.

5. Prepare Visuals/Handouts

Use slides to *augment* (not replace) speech; provide job aids.

Tip: Embed QR codes in handouts linking to demo videos.

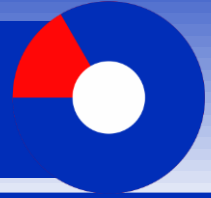
Professional Tips for Impact



- **Engagement:** Start with a story or provocative question (e.g., "What if 80% of student disengagement is preventable?").
- **Clarity:** Use the 28/40 rule: Minimum 28pt font; ≤40 words per slide.
- **Body Language:** Avoid "closed" postures (crossed arms); use purposeful gestures.
- **Tech Savvy:** Bring backup printouts; test Audio Visuals early.

Module-1

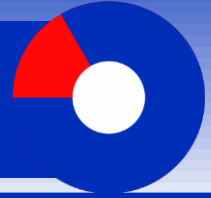
Anxiety Management



- **Pre-Session:** Practice deep breathing; arrive early to acclimate.
- **Mid-Session:** Pause to sip water; reframe nerves as "excitement."
- **Post-Session:** Solicit feedback—improvement is iterative!

*Peace
begins
with me*

Myths Vs. Facts



5. Myths vs. Facts

Myth

Fact

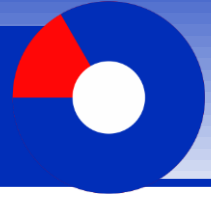
"Great speakers are born, not made."

Skills improve with practice and reflection.

"Confident presenters aren't nervous."

85% of pros experience nerves—it fuels energy!

Conclusion



Mastering presentation and facilitation is not about innate talent—it's about intentional design, empathy for your audience, and continuous refinement.

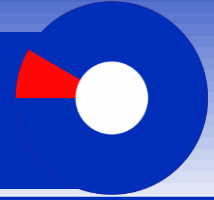
As teacher trainers, you ignite change: Your clarity empowers educators, and your facilitation cultivates collaborative growth. Remember, the "stage" is your ally, not your adversary.

Final Thought:

"Trainers don't create impact with slides; they create it with connection."

Module-2

Training Materials Creation For Profit



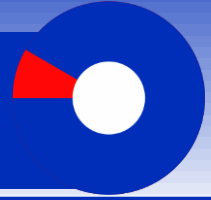
Learn how to create sellable content: e-books, lesson packs, and mini-courses.

Training materials are the backbone of effective learning experiences—but they can also become powerful revenue streams.

This module equips teacher trainers with strategies to transform educational content into marketable products (e-books, lesson packs, mini-courses) while maintaining pedagogical integrity. Learn to bridge the gap between educational value and commercial viability.

Module-2

Learning Objectives



By the end of this module, you will be able to:

Design 3 types of sellable training materials (e-books, lesson packs, mini-courses).

Apply a 7-factor framework to evaluate material profitability.

Implement a 5-step process for scalable content development.

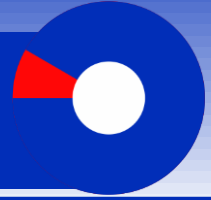
Optimize materials for user engagement and commercial appeal.

Navigate legal and ethical considerations in content monetization.



Module-2

Key Concept



1. Some Types of Sellable Training Materials

| Product | Best For | Profit Driver |
|---------------------|---|--------------------------------------|
| E-books | Deep dives (e.g., "Classroom Tech Hacks") | Low production cost; evergreen sales |
| Lesson Packs | Ready-to-use units (e.g., "STEM Project Kit") | Premium pricing for convenience |
| Mini-Courses | Skill-building (e.g., "Inclusive Teaching 101") | Subscription/recurring revenue |

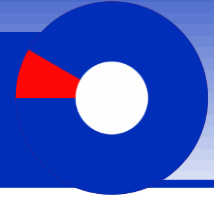
WATCH OTHERS VIA THIS LINK NOW!!!!!!!!!!!!

<https://www.youtube.com/watch?v=pagY12maX2Y>

Like and Subscribe to our YouTube Channel

Module-2

The 5-Step Development Process



Step 1: Define Objectives

→ *Profit Angle*: Align with market gaps (e.g., "Teachers need AI-integration guides").

Step 2: Create a Plan

→ *Profit Angle*: Map ROI—cost vs. pricing

Step 3: Select/Adapt Materials

→ *Profit Angle*: Repurpose workshop content → sellable formats (e.g., workbook → e-book).

Step 4: Design for Engagement & Sales

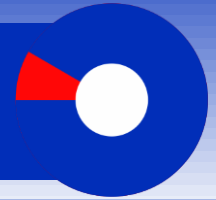
→ *Profit Angle*: Add "value multipliers" (QR codes to demo videos, editable templates).

Step 5: Feedback & Iteration

→ *Profit Angle*: Use beta-testers to validate demand pre-launch.

Module-2

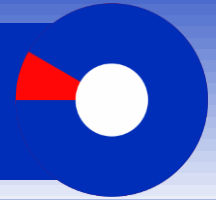
The Seven Profitability Factors



| Factor | Key Question | Monetization Tip |
|------------------|---|--|
| Relevance | "Does this solve a <i>burning</i> problem?" | Target high-demand niches (e.g., trauma-informed teaching). |
| Target | "Who will <i>pay</i> for this?" | Profile buyers (e.g., private schools vs. homeschoolers). |
| Purpose | "What unique value does this offer?" | Bundle products (e.g., e-book + checklist = "Gold Package"). |
| Time | "Is this optimized for busy educators?" | Chunk content (e.g., 15-min micro-lessons). |

Module-2

The Seven Profitability Factors



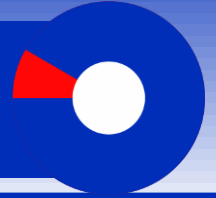
| Factor | Key Question | Monetization Tip |
|--------------------|---------------------------------|---|
| Impact | "Can users achieve quick wins?" | Include success stories/case studies. |
| Suitability | "Is this adaptable globally?" | Avoid culture-specific examples; use open formats (PDF, PPT). |
| Cost | "What's the ROI?" | Digital products = near-zero marginal cost. |

Module-2

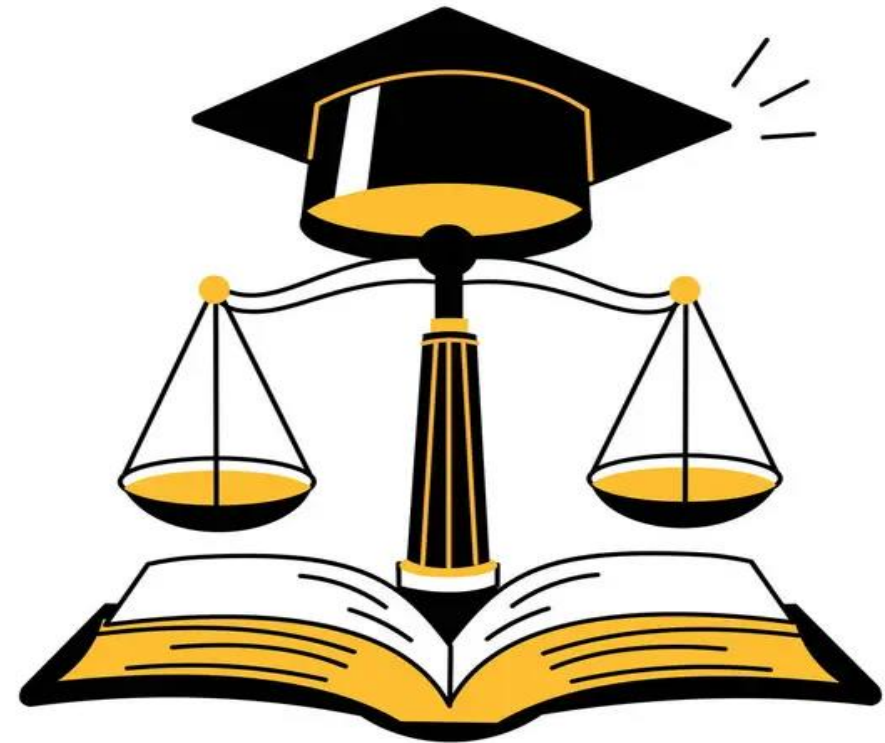
Design Principles for Market Appeal

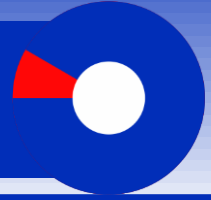


- **Visuals:** Use platforms like Canva for pro layouts; embed branding.
- **Interactivity:** Include clickable elements in e-books (e.g., "Download Template Here").
- **Scalability:** Create modular content (e.g., sell single lessons or full curriculum).



- **Copyright:** Use Creative Commons licenses for shared content; trademark unique brands.
- **Attribution:** Cite sources; secure permissions for third-party material.
- **Transparency:** Disclose sponsored content; avoid false efficacy claims.





Some Monetization Platforms

- Teachers Pay Teachers: Ideal for lesson packs (\$3–\$50).
- Gumroad/Teachable: For mini-courses/subscriptions (\$20–\$300).
- Amazon KDP: E-books (\$2.99–\$9.99)

Selar: You fix the price of products and get customers to pay you worldwide.

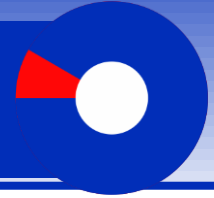
Profitable training materials merge pedagogical excellence with market savvy. By focusing on *relevance, scalability, and user experience*, teacher trainers can build sustainable income streams while advancing educational impact.

Final Thought:

"Great training materials don't just teach—they multiply, their value in the hands of educators."

Module-3

How to Build a Teacher Training Proposal

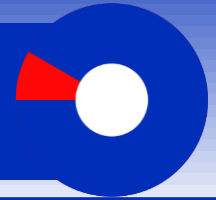


A compelling training proposal is your gateway to securing partnerships with schools, NGOs, and government programs.

This module transforms you into a strategic partner by teaching you to design proposals that align with institutional goals, demonstrate measurable impact, and convert stakeholders into invested clients—all while navigating Nigeria's unique economic and cultural context

Module-3

Learning Objectives

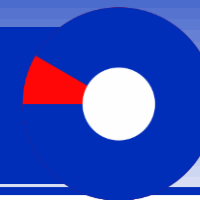


By the end of this module, you will be able to:

1. Deconstruct the 8 essential components of a high-impact teacher training proposal.
2. Customize proposals for Nigerian schools, NGOs, and government programs.
3. Calculate ROI-driven budgets using realistic figures.
4. Integrate local evidence (e.g., NERDC/UBEC standards) into your rationale.
5. Apply 5 proven techniques to secure stakeholder buy-in.



Key Concept

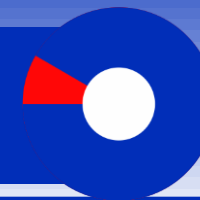


1. The 8 Non-Negotiable Components

| Section | Specific Customization |
|---------------------|---|
| Cover Page | Include school/NGO logo; reference state curricula (e.g., "Lagos State Unified Schemes of Work"). |
| Transmittal Letter | Address Principal/SUBEB Coordinator; open with local proverbs (e.g., " <i>The child who asks questions...</i> "). |
| Rationale | Cite Nigerian data: " <i>70% of JSS teachers lack digital pedagogy skills (NUC Survey 2024).</i> " |
| Learning Objectives | Align with NERDC/UBEC standards (e.g., " <i>Apply STEM pedagogy for BECE excellence</i> "). |

Module-3

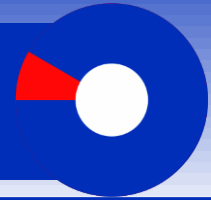
Key Concept



| Section | Specific Customization |
|-------------|--|
| Content | <i>Language Classes").</i> |
| Methodology | Blend offline/online: *"2-day workshop + WhatsApp Group Mentoring."* |
| Budget | Realistic N Pricing: Per-teacher cost: N 75,000– N 150,000 . |
| Evaluation | Track WAEC/NECO improvements; use NCCE assessment templates. |

Module-3

Audience-Specific Customization



Public Schools (e.g., SUBEB Partnerships)

Hook: "Reduce teacher absenteeism by 30% using accountability frameworks.

"Budget : Phase costs to match UBEC disbursement cycles.

Private Schools (e.g., Lagos/Abuja/ Elite Schools)

Hook: *"Boost IGCSE distinction rates by 25% with Cambridge-aligned strategies."

*Budget: Premium pricing (~~N~~500,000–~~N~~2M) with installment options.

NGOs (e.g., Teach For Nigeria, STAN):

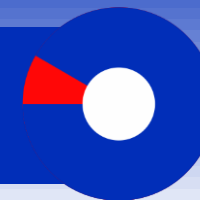
Hook: *"Train 50 community educators to serve 5,000 out-of-school children in Kano."

*Evidence: Link to SDG 4; use UNICEF's Nigeria learning metrics.

Budget: Make it competitive (Ensure you cover your cost and bench mark at least 20% profit margin)

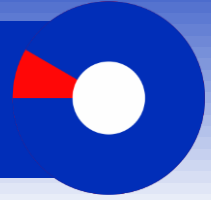
Module-3

Budget Psychology



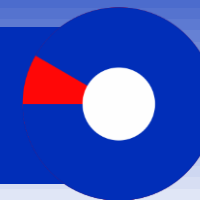
- Tiered Packages (Naira):

| Package | Scope | Price Range | Target Client |
|---------|----------------------|---|-----------------------------|
| Bronze | Training only | ₦ 180,000– ₦ 300,000 | Rural NGOs/Small schools |
| Silver | Training + materials | ₦ 375,000– ₦ 600,000 | Mid-sized private schools |
| Gold | Full implementation | ₦ 750,000– ₦ 1.5M | SUBEB/International schools |



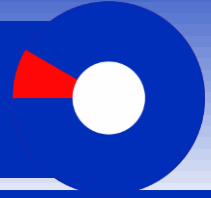
- **Payment Flexibility:**
 - Offer installments via bank transfer, USSD, or Opay.
 - *Critical:* "Price in ~~N~~aira to avoid CBN forex delays."
- **ROI Justification Engine**
Quantify value with Nigerian economic realities:
- *"Your investment: ~~N~~90,000 per teacher.
Expected return: ~~N~~1.2M saved per school annually (from reduced substitute hires + textbook waste)."*

Stakeholder Persuasion Map



5. Stakeholder Persuasion Map

| Stakeholder | What They Value | Your Proposal Emphasis |
|--------------------------|-----------------------------------|----------------------------|
| School Principals | Academic reputation; parent trust | WAEC/NECO score dashboards |
| SUBEB Officials | Compliance; budget efficiency | UBEC template alignment |
| NGO Directors | Donor visibility; scalability | Impact per ₦100k invested |



A winning proposal in doesn't just sell a service—it sells a culturally intelligent solution to institutional pain points. By speaking the language of stakeholders, quantifying impact in local terms, and respecting budget realities, you position yourself as a partner in Nigeria's educational renaissance.

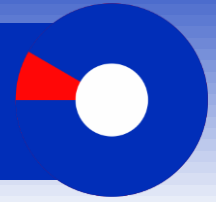
Final Thought:

*"The best proposals bridge the gap between global standards and grassroots realities—where **money** efficiency meets transformational impact"*



Module-4

Delivering Impactful Training Across Formats



(In-Person, Hybrid & Virtual)



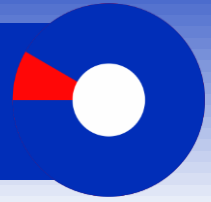
Introduction

More than ever, teacher trainers must master diverse delivery formats—from in-person workshops to hybrid and fully virtual trainings. This module equips you to design, adapt, and deliver high-impact sessions across all modalities while navigating logistical, cultural, and technological challenges.

Learn to leverage cost-effective solutions (e.g., WhatsApp for low-bandwidth areas) and align with Nigerian institutional needs (e.g., SUBEB digital literacy mandates).

Module-4

Learning Objectives



By the end of this module, you will be able to:

Design training programs for in-person, hybrid, and virtual formats using Nigerian-friendly tools.

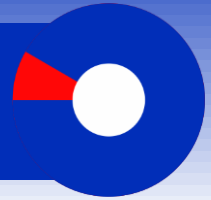
Prepare logistics for foreign/local trainings (budgets, visas, cultural adaptation).

Deliver engaging sessions across formats with limited resources.

Evaluate training impact using locally relevant metrics.

Monetize expertise by pricing services competitively in Naira.



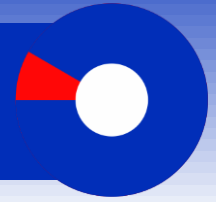


1. Format Comparison & Selection

| Format | Best For | Nigeria-Specific Tips |
|------------------|-------------------------------------|---|
| In-Person | Hands-on skills (e.g., lab demos) | Use low-cost venues (school halls, NGO spaces); budget N 50k– N 200k per day. |
| Hybrid | Mixed audiences (e.g., urban/rural) | Combine Zoom with WhatsApp follow-ups; provide printed kits for remote learners. |
| Virtual | Large-scale/low-budget trainings | Use Facebook Live or Google Meet; charge N 5k– N 20k per participant. |

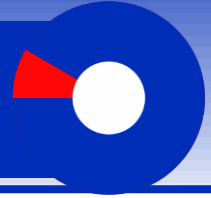
Module-4

Key Concept



Foreign Training Essentials Proposal Tips:

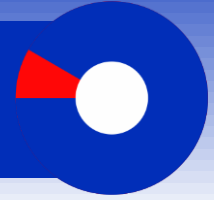
- Highlight **cultural intelligence** (e.g., “Includes Yoruba/ Hausa translations for rural participants”).
- Budget in **USD** for foreign sponsors but provide ~~N~~aira equivalents (e.g., “\$1,000 ≈ ₦1.5M”).
- **Logistics:**
 - **Visa Support:** Partner with local agencies to streamline processes.
 - **Meals:** Specify African cuisine preferences in proposals.



Cost-Effective Delivery Tools

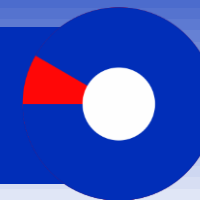
- **Virtual:** WhatsApp for pre/post-training engagement (80% of Nigerian teachers use it).
- **Hybrid:** Free tools like Google Classroom + low-cost data bundles (MTN/GIO/Airtel).
- **In-Person:** Rent public school facilities during holidays for 50% cost reduction.





. Participant Engagement Strategies

- **In-Person:** Use localized icebreakers (e.g., “Share a proverb from your state”).
- **Virtual:** Polls via Mentimeter (works on low-bandwidth).
- **Hybrid:** Assign “buddy pairs” (one in-person + one virtual participant)



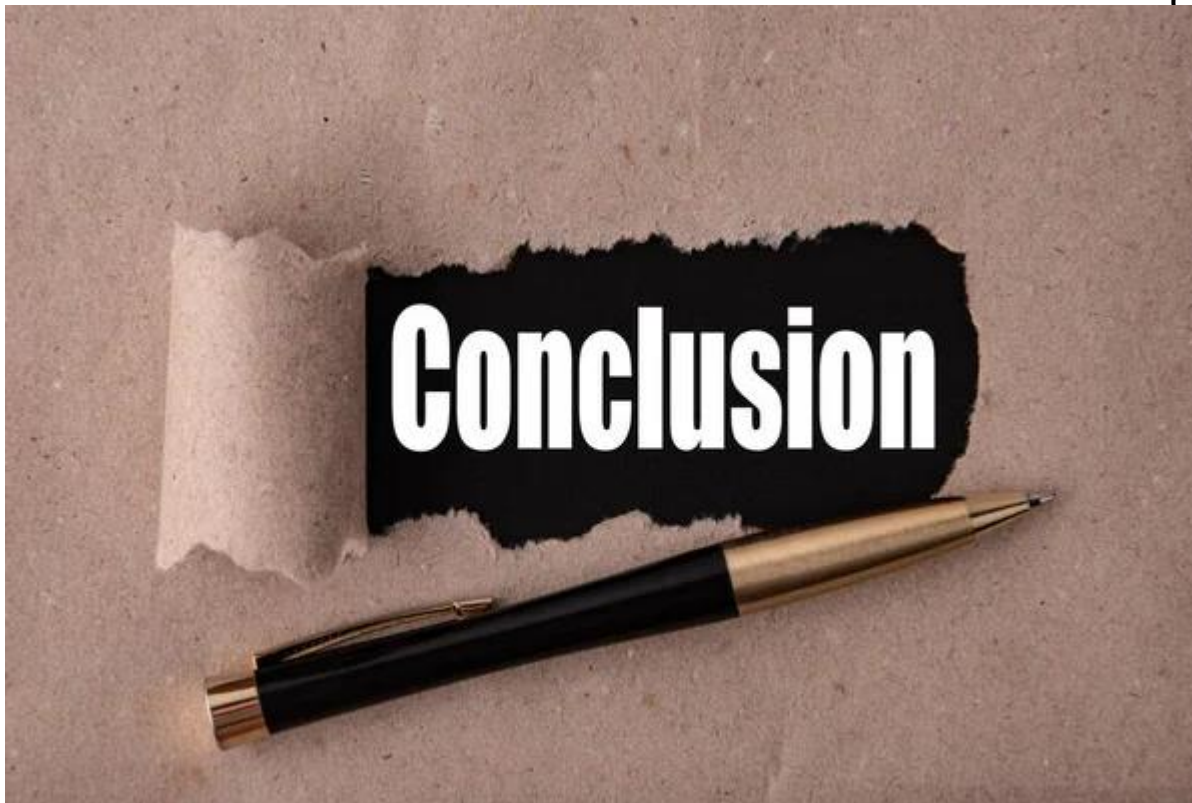
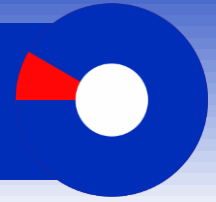
5. Monetization & Pricing

| Service | Nigeria Price Range (₦) | Audience |
|----------------------------|---|------------------------------------|
| 1-day virtual workshop | ₦ 5,000– ₦ 15,000 | Individual teachers |
| 3-day hybrid certification | ₦ 75,000– ₦ 200,000 | Schools/NGOs |
| Foreign training proposal | ₦ 500,000– ₦ 2M | International sponsors/UN agencies |

6. Evaluation & Reporting

- **Metrics:** Track post-training classroom implementation (e.g., “60% of teachers used strategies within 1 month”).
- **Tools:** Use free Google Forms for feedback; align reports with **UBEC/NUC** templates.





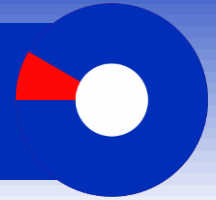
Conclusion

Mastering multi-format training delivery ensures you remain relevant in Nigeria's evolving education sector—whether facilitating a village workshop or a global webinar. international expertise with hyper-local hacks, you maximize impact and income.

Final Thought:: “The best trainers don't just teach; they adapt to the realities of their learners—whether in a Lagos boardroom or a Abia WhatsApp group.”

Module-5

Marketing Yourself as a Teacher Trainer



Introduction

As a Teacher Trainer, your expertise is only as valuable as your visibility. This module teaches you to build a powerful personal brand, leverage LinkedIn for high-value connections, and monetize WhatsApp communities—all while maintaining professionalism and cultural relevance.

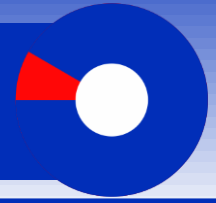
Why This Matters:

- 70% of training contracts in Nigeria are won through referrals and social proof (*NUT Survey 2024*).
- WhatsApp has 98% penetration among Nigerian educators (*GSM Association 2025*).



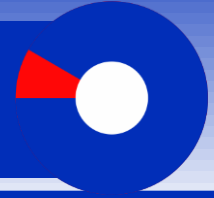
Module-5

Learning Objectives



By the end of this module, you will be able to:

1. Develop a personal brand that aligns with Nigerian educational needs.
2. Optimize LinkedIn to attract schools, NGOs, and international partners.
3. Monetize WhatsApp groups without spamming (e.g., paid mini-courses).
4. Price services competitively in Naira and USD for global appeal.
5. Avoid common pitfalls in self-promotion (e.g., cultural missteps).



1. Personal Branding for Trainers

- **Unique Value Proposition (UVP):**

Example:

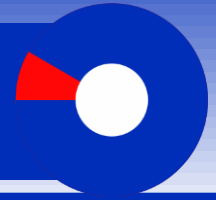
"I help Lagos private schools boost WAEC scores by 20% using data-driven lesson plans—verified by 50+ client testimonials."*

- **Visual Identity:**

- Use Ankara-themed Zoom backgrounds or branded attire.

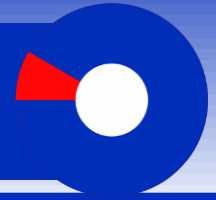
Consistent colors/fonts across materials
(Canva templates)





2. LinkedIn Domination

| Strategy | Nigerian Example | |
|-----------------|--|---------------------------------|
| Headline | *"Certified Teacher Trainer | WAEC/NECO Optimization Expert"* |
| Content Pillars | - Tips for JSS curriculum alignment | |
| | - Case studies from SUBEB partnerships | |
| Engagement Hack | Comment on posts by UBEC/NERDC officials weekly. | |



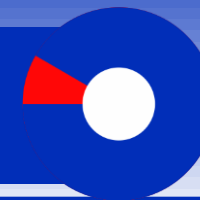
3. WhatsApp Monetization

- **Tiered Offerings:**

| Product | Price (₦) | Delivery |
|---------------|--------------|----------------------------------|
| Free Group | ₦0 | Daily teaching tips |
| Premium Group | ₦3,000/month | Live Q&A + resource downloads |
| Mini-Course | ₦7,500 | 5-day audio lessons via WhatsApp |

- **Rules:**

- Never spam—announce paid content only on Fridays.
- Use polls to gauge interest (e.g., "Would you pay ₦5k for a classroom management audio course?").

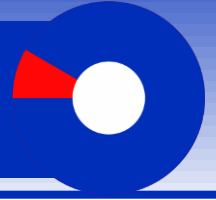


4. Pricing for the Nigerian Market

| Service | Naira Range | USD Equivalent | Audience |
|--------------------------|---|-----------------|---------------------|
| 1-hour Zoom consultation | ₦ 15,000– ₦ 30,000 | \$10–\$20 | Individual teachers |
| School workshop | ₦ 150,000– ₦ 500,000 | \$100–\$330 | Private schools |
| International proposal | ₦ 2M– ₦ 5M | \$1,300–\$3,300 | NGOs/UN agencies |

Module-5

Key Concept



Cultural Nuances

Do:

- Share student success stories (with permission).
- Use Nigerian English (e.g., "You're doing well!" vs. formal tones).

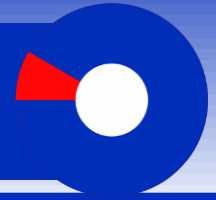
Avoid:

- Overpromising results (e.g., "Guaranteed 100% pass rate").
- Ignoring northern/southern dialect preferences in content.



Module-5

Conclusion



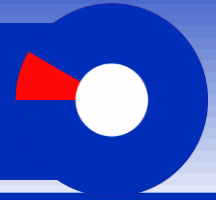
Your brand is your most valuable asset. By strategically positioning yourself as a relatable yet authoritative trainer, you'll attract clients who trust your expertise and are willing to pay premium rates—whether in Makurdi or Manhattan.

Final Thought:

People don't buy training—they buy the trainer they believe in. Be that trainer."

Module-6

Designing & Pricing Your Training Products



Introduction

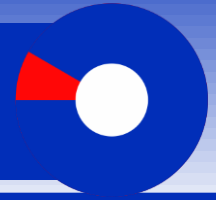
Transform your teaching expertise into scalable, profitable training products that meet the needs of Nigerian educators, schools, and NGOs. This module provides a step-by-step framework to structure your knowledge into market-ready offerings—from e-books to certification courses—and price them competitively in both Naira and USD.

Why This Matters:

- 68% of Nigerian teachers invest in professional development but struggle to find affordable, high-quality local resources (*NUC Survey 2025*).
- The e-learning market in Nigeria is projected to hit ₦25 billion by 2026 (*PwC Report*).

Module-6

Learning Objectives



By the end of this module, you will be able to:

Structure your expertise into 3 scalable product types (e-books, workshops, certifications).

Apply a 4-step pricing framework tailored to Nigerian budgets.

Design low-cost, high-value training materials using local tools.

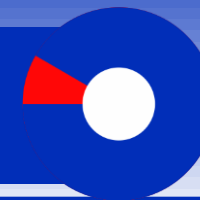
Leverage bundling strategies to maximize revenue.

Navigate ethical pricing and avoid undervaluing your work



Module-6

Key Concepts

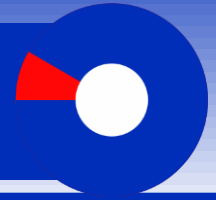


1. Product Types for Nigerian Trainers

| Product | Description | Ideal Audience | Price Range (₦) |
|-----------------------|---|---------------------------|--|
| E-books | PDF guides (e.g., "JSS Science Lesson Hacks") | Individual teachers | ₦ 1,500– ₦ 7,500 |
| Workshops | 1–3-day sessions (in-person/virtual) | Schools/NGOs | ₦ 50,000– ₦ 500,000 |
| Certifications | 4–12-week courses with assessments | Career-advancing teachers | ₦ 150,000– ₦ 1M |

Local Adaptation Tips:

- Offer **installment plans** (e.g., "Pay ~~₦~~5k/month for 3 months").
- Provide **printable versions** for low-internet areas.



2. The 4-Step Pricing Framework

Calculate Costs:

Fixed: Design (Canva Pro: ~~₹~~4k/month), platform fees (e.g., Selar: 5% per sale).

Variable: Printing (~~₹~~200/book), data for virtual sessions.

Research Competitors:

Example: If rival e-books sell for ~~₹~~5k, price yours at ~~₹~~4.5k with bonus templates.

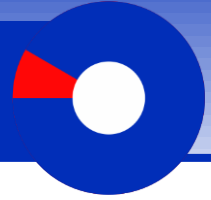
Value-Based Pricing

Formula: ~~₹~~Price = (Learner's ROI ÷ 10)

Example: If your workshop helps teachers earn ~~₹~~100k more annually, charge ~~₹~~10k.

Test & Adjust:

Launch a "beta version" at 50% discount, gather feedback, then increase price.



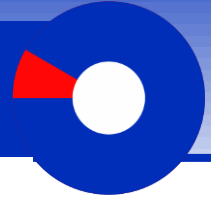
3. Design Tools for Trainers

- **E-books:** Canva (free templates), Okadabooks, Selar (distribution).
- **Slides:** Google Slides (collaborative), Emaze (interactive).
- **Certificates:** Design on Canva; verify via QR codes (free generators).

Pro Tip: Use **case studies** (e.g., "How Mrs. Adeyemi in Oyo improved her class engagement by 40%").



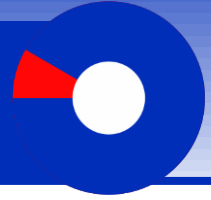
Key Concepts



4. Bundling for Higher Revenue

| Bundle | Contents | Price (₱) | Savings |
|----------------------------|---------------------------------------|----------------------|----------------------|
| Starter Pack | E-book + 1 webinar ticket | ₱ 10,000 | 20% off |
| School License | 10 workshop slots + facilitator guide | ₱ 400,000 | 15% off |
| Elite Certification | Course + LinkedIn endorsement | ₱ 250,000 | ₱ 50k off |

Psychology Hack: Always show the "original price" crossed out (e.g., ~~~~₱~~12,000~~ ~~₱~~10,000).



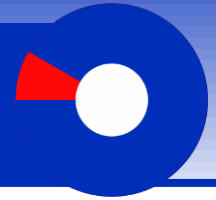
5. Ethical Pricing & Avoiding Undervaluation

Do: Charge for outcomes (e.g., "N75k for proven classroom management hacks").

Offer pro bono slots to build credibility (e.g., 1 free seat per 10 paid).

Avoid: Competing solely on price ("Race to the bottom" harms the industry).

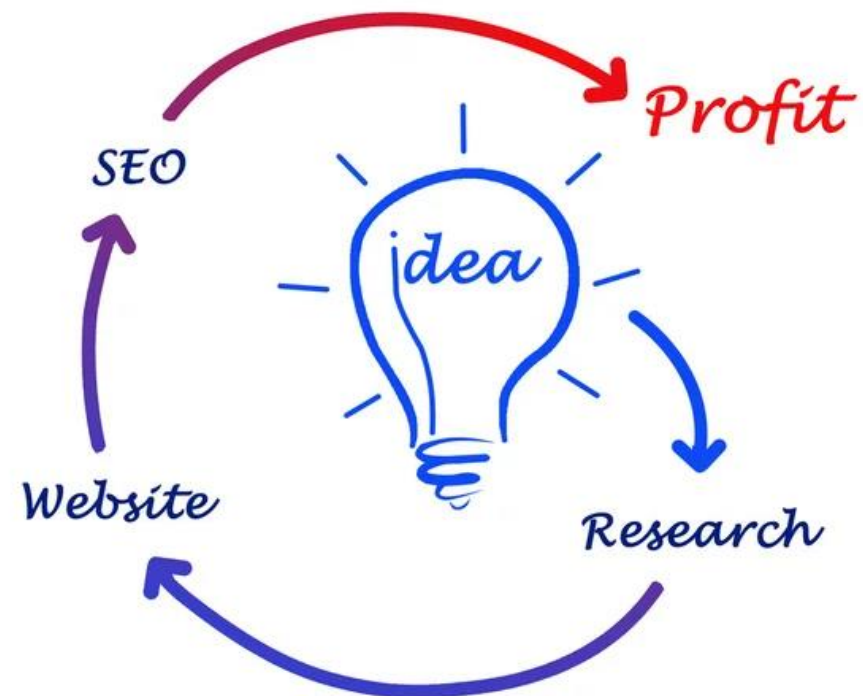
Hidden fees (clients value transparency)



Case Study: From Idea to Profit

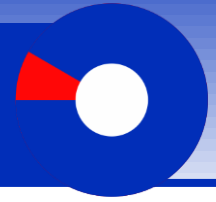
Product: "STEM Teaching for Nigerian Primary Schools"

- **Development:** 2 weeks (Canva + WhatsApp surveys).
- **Pricing:** ₦7,500 (e-book), ₦150k (workshop).
- **Result:** Sold 200 e-books + 5 school workshops in 3 months (₦2.5M revenue).



Module-6

Conclusion



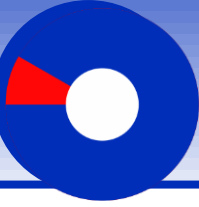
Your training products are more than content—they're solutions to real problems in education. By pricing strategically and designing for local needs, you turn expertise into sustainable income.

Final Thought:

"Don't just sell training; sell transformation—and charge what it's worth."

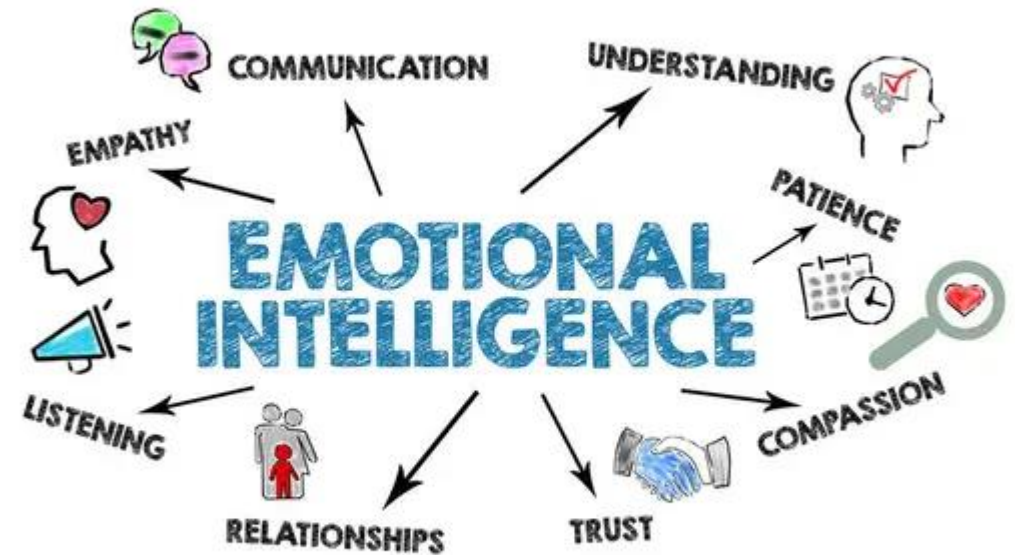
Module-7

Using Emotional Intelligence for Influence in Training Spaces

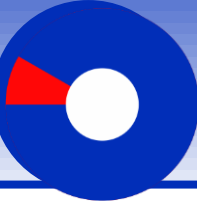


Introduction

To succeed as a teacher trainer in Nigeria, content alone is not enough—**emotional intelligence (EI)** is your secret weapon. This module equips you to manage classroom energy, build trust, read your audience, and influence change—especially in high-stress or low-resource environments. Nigerian educators, especially in underserved schools or crowded training rooms, face daily emotional and relational challenges. This module helps you train with empathy and authority.



Using Emotional Intelligence for Influence in Training Spaces



Introduction

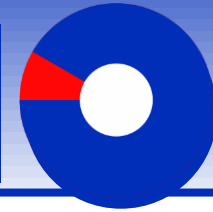
To succeed as a teacher trainer in Nigeria, content alone is not enough—**emotional intelligence (EI)** is your secret weapon. This module equips you to manage classroom energy, build trust, read your audience, and influence change—especially in high-stress or low-resource environments. Nigerian educators, especially in underserved schools or crowded training rooms, face daily emotional and relational challenges. This module helps you train with empathy and authority.

Why This Matters:

- **76% of Nigerian teachers say their biggest challenge is not content—but managing emotional energy in class** (EduPulse Nigeria, 2024).
- EI is now one of the **top 3 most in-demand soft skills in training and facilitation jobs** across West Africa (Jobberman Report, 2025).

Module-7

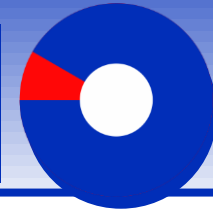
Learning Objectives



By the end of this module, you will be able to:

- Define the five core components of emotional intelligence.
- Apply emotional awareness to manage tense or disengaged participants.
- Use empathy and active listening to increase learner buy-in.
- Recognize your emotional triggers and maintain facilitation composure.
- Apply EI to strengthen your influence as a trusted trainer or consultant.

Core Concept



By the end of this module, you will be able to:

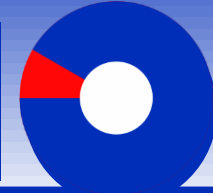
1. What is Emotional Intelligence (EI)?

EI is your ability to recognize, understand, and manage emotions—both yours and others'.

🔑 Daniel Goleman's 5 Key EI Components:

- Self-Awareness – Know your moods and reactions.
- Self-Regulation – Manage stress, stay calm during tough sessions.
- Motivation – Stay driven despite setbacks (e.g., poor internet, noisy environment).
- Empathy – Understand how others feel (especially shy or struggling learners).
- Social Skills – Build rapport, give feedback, and influence without force

Core Concept



2. EI in Training Environments

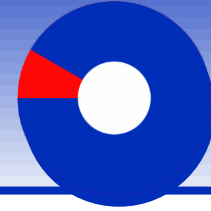
Practical EI Examples for Trainers:

| Challenge | EI Strategy |
|---------------------------------------|---|
| Trainees resist participation | Use empathy + storytelling to connect |
| Someone challenges your authority | Self-regulate and respond with curiosity, not ego |
| Learners seem disengaged | Ask open-ended questions and shift approach |
| Frustration over tech issues or noise | Acknowledge tension, reset energy with humor |

 *Your ability to manage emotions can make the difference between a one-time session and being rebooked by schools or NGOs.*

Module-7

Tools To Build Emotional Intelligence as a Trainer

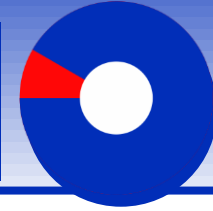


- **Active Listening Exercises** – E.g., paraphrasing what a participant just said.
- **Mood Check-ins** – Start sessions by asking, “How’s everyone feeling today?”
- **Non-Verbal Cues** – Learn to read body language and shift accordingly.
- **Emotional Debriefs** – After each session, reflect: *What did I feel? What did they feel? What should I adjust next time?*



Module-7

Tools To Build Emotional Intelligence as a Trainer

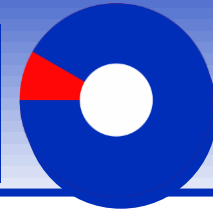


El = Influence, Not Control

In training, **influence > authority**. The goal isn't to dominate the room—it's to create space for transformation. Emotional intelligence helps you:

- Shift from **presenting** to **connecting**
- Get buy-in for your ideas without forcing them
- Turn tough moments into deeper engagement

Conclusion



💡 Conclusion

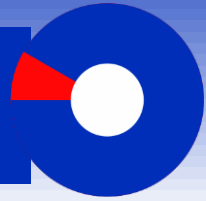
Emotional intelligence isn't just "soft"—it's **strategic**. In Nigeria's dynamic, resource-stretched training spaces, it's what separates transactional trainers from transformational ones.

Final Thought:

"Your ability to connect emotionally is what makes your knowledge stick—and your business grow."



End of Level 2



Congratulations — you've taken the second bold step to

- Build your brand as a trainer
- Learn how to teach teachers and build offers

Now begin to monetize your teaching experience!