

Brian Norris

6100 W. State Street #504 Milwaukee, WI 53213
414-899-1905 • info@briannorris.com • BrianNorris.com

Training Manager – Training & Development Director

Summary of Qualifications

- Thoroughly experienced in setting up end to end training environments and managing their successful implementation
- An 18 year track record of working with clients to connect passionately with their employees, clients and community via written, visual and spoken communications
- Solid marketing skills and insights that increase revenues, retention rates and enhance client reputations in the community
- An impeccable “show must go on” work ethic that sees the job through and motivates others to follow suit
- Strong written, spoken, multi-media, and online communication skills that make clients/employers look and sound professional and keep potential embarrassments from damaging credibility
- A natural ability to lead, develop teams, work under pressure and adapt to different people and different environments
- A positively passionate attitude and ability to think creatively that finds the good in almost everything and identifies opportunities where others see none
- The expertise to maintain growth and income expectations by cultivating workplaces where morale is high, people communicate and teams thrive
- A history of developing dynamic, creative leaders, managers, trainers and front-line staff who in turn have the skills to communicate, and build solid relationships with others
- High comfort level with applications such as Microsoft Office suite, MS Project, Visio, PowerPoint, Adobe Photoshop and Acrobat, Dreamweaver and Quark Express

A variety of work experiences and positions including, Project Training Manager, Communications Manager, Workshop Leader, Sales Trainer, Facilitator, Emcee, Keynote Speaker, Motivator, Corporate Trainer, Event Manager, Spokesperson, Senior Copywriter, Marketing Consultant, and Speech Coach.

Experiences

Training Manager, Director Training and Development

1999-Present

Meet with department managers, executives, team leads, project managers as needed to communicate, clarify, mitigate concerns and get buy-in for training programs needs, resources and milestones.

Create training/education strategy and detail project plan tasks. Identify Super Users, trainer candidates and essential competencies for each. Work with training team and third parties to develop and implement training programs.

Design and develop training materials to support each project including: self-paced learning activities to introduce end-users to new technology, instructor-led classes to develop process knowledge and technology skills, network-based training and performance support materials for on-the-job use.

Assemble prototype training materials / templates for curriculum development (e.g., training manuals, instructor guides, presentation materials, practice exercises, certification tests, and quick reference materials)

Develop training schedules and metrics. Train subject matter experts to deliver high-impact training to adult learners. Collaborate with technical and functional SMEs (subject matter experts) to produce

training materials tailored to client's needs. Coordinate production of deliverables, SME reviews, and completion of all training deliverables.

Support development and delivery of a "Train-The-Trainer" workshop to prepare classroom instructors for training delivery. Work with work stream leads to learn new processes and to teach their users confidently and successfully

Lead development and delivery of training to prepare Customer Service and Order Entry staff for technical and functional support of end-users. Monitor program delivery evaluations and coordinate updates to materials and instructor skills as required

Participate in special design projects as assigned (i.e. evaluate self-paced learning activities, develop technical/functional support plan for end-users, plan testing and certification process for end-users, and recommend end-user incentive programs)

Curriculum Designer, Emcee, Event Coordinator

1999-Present

Manage the on-site execution of training events across the United States and Canada, attended collectively by more than 75,000 professionals. Serve as hotel or conference liaison, making decisions for last minute AV needs, room setup and locations, schedule changes, break coordination, registration details, and Murphy's Law type stuff.

Research and design curriculums, presentations and events used to generate over \$30 million in conference revenues, teach sales and marketing professionals to improve their marketing and sales strategies, and teach managers and executives to become effective leaders.

Design and facilitate on-site leadership training programs that decrease turnover and raise productivity. Lead teams of diverse trainers and professional speakers, which often means having to balance fragile egos and hyper, Type A personalities.

Emcee conferences and special events to connect with audiences, motivate them, put them at ease, create networking opportunities, lead panels, introduce program agendas and other speakers, make resource presentations and answer questions.

Manage attendee expectations to achieve top 5% customer satisfaction levels, virtually zero refund requests and produce multiple requests for additional training and consulting projects.

Keynote Speaker, Trainer and Facilitator

1995-Present

Personally led over 1300 full-day workshops, seminars and conferences designed to increase sales, develop exceptional leaders and create motivated, productive workforces. Manage the successful design, development and delivery of training programs, retreats, assessments, group discussions, and brainstorming sessions. Recommend external training vendors and 3rd party training solutions.

Train senior level marketing managers, training directors, customer service managers, HR specialists, team leads, coaches, project managers, administrators, mid-level and front-line managers to:

build dynamic teams, train adult learners, motivate and reward staff, sustain high-morale workplaces, exceed performance goals, address and correct negativity, problem behavior and employee conflict, increase sales revenues, improve market penetration and advertising effectiveness, generate quality leads, identify new niches, attract and retain quality employees and customers, solve problems in less time, improve the flow of new and usable ideas, hold employees accountable, improve internal systems, deal with change, improve communications, and model excellence

Train front-line employees, volunteers, contractors of all ages, genders and nationalities to:

work in a team environment, work autonomously, stay motivated, be responsible and accountable, demonstrate professionalism, communicate effectively, manage their time and workflow, deliver extraordinary customer service, sell and market products and services creatively, overcome sales

objections, qualify prospects, develop rapport, adapt to different cultures, people and environments, stay personally motivated, think creatively, reach performance goals, find meaning in their work, seek a balance between work and home life, leave their baggage and personal drama at the door, and contribute to the sales and marketing success of the company regardless of their job description

Marketing/Communications Consultant

1990-Present

Improve the sales and marketing success of dozens of clients by helping them to look great face-to-face, in print and on the web, and getting them more business.

Create or improve any or all of a client's marketing, sales and communications tools and collateral including direct marketing, tradeshow strategies, media releases, sales scripts, positioning, branding, newsletters, advertisements, networking approaches, and search engine ranking.

Provide graphics design, copy editing, speech writing, publicity ideas, creative marketing training, public speaking training, brainstorm sessions, PowerPoint enhancement, and sales presentation training.

Act as company spokesperson and PR contact, give interviews, attend corporate events on behalf of company, generate buzz and make it easier for sales team to get new accounts. Coach and consult with men and women in a variety of environments to improve their ability to build and maintain lasting relationships.

Provide assessment tools that measure adaptability, personality and communication style and compatibility advice. Work with clients to communicate, be more assertive, market themselves personally and establish deep rapport with potential partners.

Published and featured in dozens of national and international online outlets and print publications. Authored *How to Get Buy-in Without Kissing Up or Selling Out*, *The Creative Sales & Marketing Manual* and the *Stick in the Mud Assessment*.

Education

Associates, Mass Communications, Broward College, 1993

Bachelors Equivalent based on 18 years of real-world experience

5000+ of hours attending and teaching seminars, workshops and conferences on marketing, communications, management, leadership, customer service, motivation, sales, training and best business practices, ongoing research, books, industry articles, surveys and special reports