

MAKE YOUR KEYNOTE LAST

Image a Conference That Transforms Your Attendees— Long After Your Event is Over

It takes 30 days to change behavior.

Imagine this.

A week before your event, your participants receive a quick text.

It's your CEO with a brief welcome video followed by a poll (she'll incorporate the results in her opening remarks).

Then after your fabulous event is over they get a text every three or four days—reinforcing key points, asking about behavior change, sharing a resource.

"What's your biggest takeaway from the conference?"

"Which of the following micro-innovation techniques did you use this week?"

"How did your courageous conversation go (scale of 1-5)"

"Thought you'd love this [Entrepreneur article](#) from our keynote speakers."

That's the power of the Let's Grow Leaders Learning Lab— a unique, state of the art learning reinforcement system.

The Let's Grow Leaders Learning Lab features micro-learning engagements, concept reinforcement, videos, assessments, encouragement, and gamification that are digitally delivered to participants' phone or email to ensure their event experience results in real-world transformation.

We will customize a program to produce lasting behavior change, energize your teams and transform results. Click [here](#) to download more information.



Contact us at info@LetsGrowLeaders.com for more information.

Sample Micro-Learning Engagement

VIDEO: Record 1-2 minute videos of senior leaders or keynote speakers before or after your event.

POLL: Great for gauging where a group stands and drawing out thoughts, beliefs, and behaviors before or after your event. It's fun to do a pre-event poll and then share results in your presentation.

ASSESSMENT QUESTION: Like a poll, but with a range of answers. Assessment questions work well in survey formats where you want to identify behavior patterns.

STATS TRACKER: Used to track progress on goals or a desired behavior. User self-reports the number of times they or how well they have engaged in the behavior. Can be tracked over time. (e.g. many sales calls did you make today? How many times did you encourage a colleague today?)

CHECKLIST: User completes a checklist—often of steps toward a goal, assignments for the month, action learning assignments, etc.

FILL IN BLANK: Test memory or recall of a word or short phrase where there is one correct answer.

PREP SOCIAL POST: This engagement encourages sharing on social media by preparing a post (eg: tweet) to be shared and giving points when it is shared.

