

FINANCIAL EDUCATORS NETWORK

Instructor Tool



FINANCIAL
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NETWORK®

Top Teaching Strategies

The strategies tenured Financial Educators Network Instructors use to maximize their impact in the classroom

When you're in the classroom it's critical that attendees see you as a true teacher, not a salesperson. This is what builds trust, increases your credibility quickly and leads to strong, long-term relationships. Think back to the teachers that have left the best impressions on you. What do you remember? Chances are, those things you remember are also what the best Financial Educators Network instructors use in their teaching today.

Here are some of the strategies that advisors say make the biggest impact:

STAND WHILE YOU INSTRUCT

Elevate yourself - literally. When you commit to standing the entire class, you are not only presenting yourself as a confident speaker, you are also emulating what teachers do every day in the classroom.

USE A WHITEBOARD

This is a power tool for engaging the class and showing your mastery of the information. Use it to illustrate examples or concepts you want to get across, even if they are already in the book. Be genuine. People want to connect with you, so make it easier to do so. Take off your jacket, roll up your sleeves, be approachable.

MAKE THE CLASS ENTERTAINING AND ENJOYABLE

It's okay to tell jokes, provide anecdotes, tell stories.

USE REAL WORLD EXAMPLES

Incorporating examples make the content come to life and help with retention. Attendees will remember the examples more than the materials. Additionally, bring in other types of content, like videos.

ANSWER ANY QUESTION

Don't hold back information if you have it. Give it away and it will come back to you.

ASK A LOT OF QUESTIONS

Not only does it promote engagement, it helps attendees get more comfortable with you and let down their guard.

TAKE TIME TO EDUCATE YOURSELF

What areas do you want to be a true expert in? Invest in yourself, and do what it takes to get there. For example, Eric Peterson, an instructor of Retirement Planning Today® tells of attending H & R Block tax preparation courses, not because he was going to start doing taxes, but because he truly wants to be able to help people when they need it.