



# Catalyst

International Communication Training Institute Edition



October 2018

## Getting Engagement: Passing skills along

Holly Hass has been on the staff of Institute members, TWR, for 20 years working in learning and development in Africa. Returning to the headquarters in the USA Holly recognised a need...

How do you equip people to become trainers when there appears to be no budget for training or at least it is not a priority? How do you develop trainers in an organization where training happens all the time, but yet training overall is not a priority of leadership? What do you do when nobody has the time or the budget or their supervisors don't see the need for them to take the time or spend the budget for training? It's an issue we all face in one degree or another.

I've been with TWR for 20 years, and now in my third region. America, my country of birth. While volunteering in a training consultant role this past year, I had the opportunity to nonchalantly make a lot of observations. An observational needs analysis if you will. Many people in the corporate headquarters deliver training, and some them well. But they could be better and more efficient if these folks had gone through a Training of Trainers (ToT) course. Although based in the USA, many folks from this office are often travelling and involved to some degree in training overseas.

I approached one department head about holding a ToT with their team and initially they were on board. We were going to open it up to others in the office as well and share costs. Well...when push came to shove this department pulled out. So,



conducting a ToT in the traditional one-week style wasn't going to work.

I observed a need. I had no budget. I didn't have enough people at the same time because they didn't see the need, or have the time or budget, etc. I had to think outside the box. We set goals to cast a vision for quality training events; raise the bar of these events; and create a common training language

In March, I went to four people who I knew were delivering training. After explaining the ToT course. They were interested. For a couple weeks in April and May we met and went through the ToT course materials. In our discussions, they were immediately explaining how they were planning on using this material in their next events.

Their excitement from the ToT spread to a few others. This time I sent an email out to the entire office to see who was interested. 23 July 23-10 August six new people signed up. This time I was able to utilise a few other trainers via Zoom and a couple

Continued on page 2

- ◆ Getting Engagement
- ◆ Unique three-way training partnership
- ◆ Lessons learned for training in Ethiopia
- ◆ Mobile video training
- ◆ ICTI 2020 Vision: Book the dates now

*Catalyst provides news from ICTI members to encourage and inspire other trainers.*

*The International Communication Training Institute is a division of the International Christian Media Commission  
[www.icti.org.uk](http://www.icti.org.uk)*

# A unique three-way training partnership in Latin America

The provision of Spanish language training in all aspects of publishing has particular challenges in Latin America. The huge distances involved, the busy-ness of potential trainees, as well as limited resources, are major factors. So too is the fact



that though there are many who have highly developed skills, not all are also good communicators or trainers. In response to this situation Spanish language publishers network, Letra Viva, BíblicaVirtual, a distance learning training platform from Argentina, and Media Associates International (MAI) are working together to provide distance learning opportunities in publishing skills in an accessible and economic format.

For the first four-week online training course for Spanish-language editors, MAI's John Maust developed the outline for the classes and lined up the four teachers: Cris Garrido of LifeWay Publishers, Christine Kindberg of Tyndale House Publishers, editor and Spanish professor Diana Gonzalez, and author Christopher Shaw of Argentina. The course drew paid registrations from 60-plus participants across the region. Weekly interactive teaching sessions were followed up with hands-on tasks submitted to and evaluated by the teaching team.

The second four-week course on comics and graphic novels was led

by experienced artist José Carlos Gutiérrez from Mexico. In this case advice and additional promotion was supplied by Nathan Butler, of COMIX35 / ROX35 Media. Naturally the visual potential of the virtual platform was key, as was the ability of participants to submit their weekly tasks by electronic media.

A third course, for beginning writers, was taught by experienced novelist Keila Ochoa. The format of a weekly teaching session with time for questions—usually Monday or Tuesday evening for the majority of participants (depending on their time zone)—with time for participants to complete and submit their tasks during the week, worked well. In many ways the timing worked better than short weekend workshops, when there is a tendency to include too much material, leaving insufficient time to digest and respond.

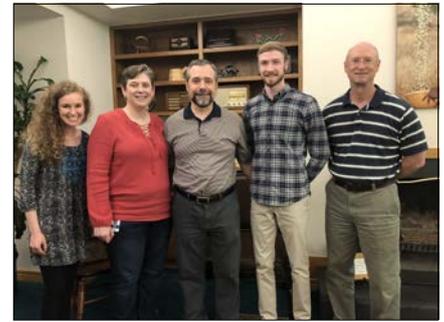
Unique features are the three-way partnership and reaching a wider, more disperse audience through the online courses. That people are actually paying to take the courses shows the level of interest. For the organising ministries the costs were minimal, the trainers received a useful reimbursement for their time, and the technical challenges of the programme were dealt with by BíblicaVirtual. Plans are being developed for further courses for writers, editors and other publishing professionals.

**More information on the courses for Spanish speakers is available at [www.biblicavirtual.com](http://www.biblicavirtual.com) and [is.gd/1jyevn](mailto:is.gd/1jyevn)**

**Contact: John Maust, MAI:**  
[john@littworld.org](mailto:john@littworld.org)  
**Ian Darke, LetraVIVA:**  
[oficina@letraviva.com](mailto:oficina@letraviva.com)  
**Juan José Barreda, BíblicaVirtual:**  
[administracion@biblicavirtual.com](mailto:administracion@biblicavirtual.com)



Continued from page 1



from the previous ToT helped facilitate sessions. Yes, this is unorthodox, and not ideal. But...

- Ten people were trained in ToT and are EXCITED and immediately began to apply it.
- Vision was cast for quality training events, and now there is a core group in this office to carry on what quality training looks like.
- A variety of departments were represented in the ToT. My hope is that internal training events will improve as well as our training and service to our National Partners.
- Because of the ToT, a common training language has developed. It's already present in other regions like TWR Africa and TWR Europe and now it's here.

Everyone agreed to meet in November to discuss the ICTI Certificate in Training process. We're all gathering together every month or two to encourage each other in our training skills.

It's no longer one person saying this or that about training. It's now 10 people from nine different departments talking about needs analysis, learning styles, session plans, measurable results, SMART objectives, etc. And the few out-of-pocket expenses were covered by charging a small fee for each student covered by their department.

**Contact: [hhaas@twr.org](mailto:hhaas@twr.org)**

*The Institute's Training of Trainers courses are available for members to deliver in their organisations with help from the training team. Contact [icti@icmc.org](mailto:icti@icmc.org)*

# A Struggle for Balance between Types of Training Events

**Dagmawi Wube from Ethiopia reflects on lessons learned as a trainer**

This article has got its inception out of the repeatedly similar testimonies that were received from various trainees in various places throughout Ethiopia. Ethiopia is mostly known for the lack of quality educational facility and delivery. Well, from the ground level, this seems to be the obvious reality that everybody can attest to. However, there is a surprising, deep and wide range of various wisdom types that can flow from Ethiopians, not only for its natives but also for nations of the surrounding countries and beyond. One of the keys for this achievement, however, is to help pieces of training maintain their balance between traditional and folk training and professional/certifying interventions. Not only this, while keeping this balance is a key step, helping the overlooked traditional trainers emerge and flourish is the other key thing for a greater achievement. We have three short testimonies of respective trainees to assess how we have attempted keep the balance between types of training.

The first trainee from the North Eastern part of Ethiopia has fervently testified: "I wonder why we Ethiopians do not use our own people to draw their wisdom. We usually seek a professional trainer from abroad to give us something 'new.' As for me, this training I received here has significantly changed the way I think and act. But, initially, I didn't expect it to be that powerful." I assume that this kind of imbalanced expectation is common everywhere. Well, this might sound a fallacy, but, I've got this trainees astonishment after I took part in a Training of Trainers course (ToT) from ICTI. But, what this means

is we only needed a way to see on how we could do it. The content and wisdom are already within us. Shaping the technical how-tos has helped me, the trainee of ICTI, train my people with our own content. Hence, I decided that the first balance we should keep should be a balance between Imported Training and Native Training. Before there comes a modern training, there was the fathers' cultural content; and there has to be a balance between the two.

The second testimony from the second trainee is this: "I regretted that I was intentionally seeking for a training type that was highly professional, that grants a professional certification, and that helps for building a good CV and eventually help to receive a good employment or salary increment. However, I later understood that I can take simple informative training even for a personal life's sake." This shows us that many people incline to the professional training types. Yet, there are lots of wisdom they miss from the training types that are not technical and professional. It really is sad that many people are not interested in training types that do not grant highly professional certificates that help for better employment or salary. Honestly speaking, I am thankful to ICTI that it helped me work hard on the way I should present informative training in a way that they look technical and professional. Therefore, even if we do not present an internationally acceptable certificate, our trainees have enjoyed our presentation for what they used to know. Thus, it's my decision that we should explore the informative training issues and topics and give them to trainees in an organized way so people can renew and reuse their already held knowledge anew. So many valuable traditional contents have been overlooked, covered and unfavoured for the sake of un-certification. But, we should work hard to regain them in a more meaningful way.

The last testimony received was from the Southern part of Ethiopia. This part of the country is blessed with the gospel as they were from among the first receivers of it. The trainee from this region said: "I don't know how long we should continue to receive



training and not start giving. We have been receiving for a long time. But, your training has alarmed me to start thinking that I could use this new skill you've shown us to give what I have." Sure, many people are struggling to make a balance between a training type they should receive and give. How we should reach out to them to help reconcile this dilemma matters for their labour's safe delivery. We need to train trainees to unleash their untapped potential with the how-tos training. Many of them blame themselves for receiving training most of the times but not applying or working on it. It is a must to break some peoples' unhealthy inclinations to roam around for international training just for the sake of picnic travels, and psychological refreshments.

Putting all these into a nutshell leads me to the conclusion that training needs to have balances of various things. These balances are a balance of native content and visitant discipline, a balance of training between the professional and informative and lastly, a training balance between receiving and giving. Once we, both ICTI and its worldwide trainees, work hard to reconcile these balances, we will make miracles out of training from all types and balances.

May the year 2019 and the consequent next century be the years ahead to work on various training types! Thank you ICTI!

**Dagmawi Wube has been working with SIM Ethiopia for almost seven years. He is currently working with the Ethiopian Kale Heywet Church (EKHC) Head Office's Discipleship Dept. Dagmawi travels extensively to give training. Contact: [salsawis@gmail.com](mailto:salsawis@gmail.com)**

# Training for Mobile Video Production

In July 2018, new ICTI member Dan Henrich held three Smartphone Filmmaking Workshops in Asia.

Henrich has been teaching video workshops overseas since 1988 and has recently shifted to mobile training. Dan says: "It is clear that everyone has a camera in their pockets and could have a story to tell to reach the lost with the Gospel. These workshops "level the playing field" – everyone can share."

Henrich and his wife Christine taught a five-day workshop in Chiang Mai, Thailand to 46 students. Topics included: basics of framing and composition, smartphone use, apps on the market, script writing and story-boarding, how to identify your target audience,



what do you want to say? Formats, planning your shots, lighting and audio and editing on the smartphone. There

were assigned practical exercises and critiques and 8 team produced films. You can watch the first project here <https://is.gd/wQSve5> and the final student project here: <https://is.gd/ps3Wsz> Each was shot on a smartphone and edited using Kinemaster Pro.

The Henrich team is planning 2019 and funding available will return to Thailand to conduct a second basic workshop and an advanced film-making workshop in addition to a possible workshop in India.

**For more information on using the smartphone and training visit [DanHenrich.org](http://DanHenrich.org)**



In this issue of Catalyst we have two tributes to training that has developed as a result of the Institute's Training of Trainers programme.

We also had a letter from the FEBA/SIM media coordinator for the Horn of Africa, Tenkir Teni.

Africa to the French speaking, Western part. But the discussion was great, the trainees were active interacting and engaged, that encouraged me a lot. After the training the trainees said that they never had such good training and they want more like this. This implies a training need to the area. After I offered the training, as usual I thanked ICTI for enabling me to train and equip others so that that Christian media become more effective in Africa."

The next phase in the Institute's involves your contribution and ideas. A conference will take place next year - **29 September-3 October 2019**. Final plans are being made on the location but you are encouraged to keep these dates free so that you can contribute to the Institute's development in 2020 and beyond.

"I got an opportunity to give a training during the AbRM meeting in Sierra Leone. It was really great to see over 40 people...Some never had such opportunity before and some had little training. It was a bit difficult as I had to offer the training in English coming from Eastern part of

Members will receive invitations to participate by January 2019.

## Response Form

### • I want to join ICTI or renew my annual membership

- Personal Membership £22
- Organisation Membership £220
- I will pay online by Visa/MasterCard/PayPal
  
- I enclose a bank cheque in pounds sterling
- Please send me an invoice

Name:

Address:

Email:

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