



CHERYL POWELL

"CREATING QUALITY TRAINING:
HOW TO CONNECT WITH THE LEARNER
USING EMOTIONAL STORYTELLING"



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A FEW OF OUR CLIENTS:



Cheryl Powell is the owner of a 22-year-old virtual Training and Development company, specializing in eLearning, called Learn2Engage. For over two decades, she and her team of Consultants have helped companies move from 'PowerPoint style' training to fun, engaging learning materials and modules that help organizations increase productivity and satisfaction rates.

Starting out as a stand-up classroom Instructor/Trainer, Ms. Powell worked her way up to online Professor for colleges and universities, to writing curricula and training for corporations as an Instructional Designer. In 1996, she made the decision to leave Corporate America and open her own consulting firm, which has been thriving ever since.

As a speaker within the Training and Development industry, Ms. Powell offers her proven Instructional Design secrets to organizations who wish to take the quality of their classroom and/or online training to the next level.

So, how do you create a 'story' that relates to each learner? Find out their own personal story and get them vested in the training program! Besides a theme and plot, a good story needs a hero, victim, and villain, and should include some type of conflict, climax, and resolution. Making the learner a part of the story and eliciting emotion can improve their level of engagement and increase learner retention rates. You can learn more about these 'key emotions' in her workshops.

Book Ms. Powell today and learn how to implement the 'emotional storytelling' technique in every course you produce using her unique and proven method. As a successful published author of various works of fiction, you can feel confident her 'storytelling' ideas will work in any of your training programs.

Ms. Powell now resides in Orlando, Florida, where she runs GC Learning Services LLC dba Learn2Engage, which she founded in 1996. *Listen to her most recent Radio Interview [HERE!](#)*

LINKEDIN RECOMMENDATIONS:

"Delivered excellent and creative eLearning content for a new client...created and delivered engaging and fun activities throughout the course." ~ Amy Le

"...the ability to apply Instructional Design principles that simplify, clarify, and transform understanding of complex topics...content that is impactful and impressionable for our target audience." ~ Steve Reid

"Her ability to identify objectives, distill requirements, and develop comprehensive training is exceptional. She is able to quickly understand methodology, subject matter and produce training that has been valued and used by our clients. ~ Lynita Cooke

"...she went above and beyond what was expected. I look forward to working with Cheryl in the future as she makes a great addition to any organization." ~ Shara Kerin

"She kept the team focused and was the task-master for me and my SMEs to keep on the tight schedule. ~ Thomas Bunn