

# Nice Paper: A simple way to elevate your training materials

Transactions  
↳ Experiences

## Nice Paper

While it seems like a 'fluffy' or unnecessary detail, how you present materials during your training sessions changes the experience of your learners. The materials they interact with present an opportunity to step-up their experience. An example of this is in car design – designers invest extra cost in the touchpoints of a vehicle – those parts you touch, feel, and interact with. For instance, even on less expensive models, they may include a leather-wrapped or heated steering wheel – something you notice on that first test drive and interact with every time you drive the car.

Using quality paper combined with in-house color printing for learning materials is a simple, inexpensive upgrade that your learners will experience. Be sure to select that quality of paper when printing. The following specifications are for an upgraded paper:

- Weight: At least 65 lb (80 lb preferred)
- Brightness: minimum 96
- Finish: Smooth (glossy)

Examples of brands and product numbers

- Hammermill 12002-3
- Neenah 91904

## Not the Standard Shape

Taking a few minutes to create a handout that isn't the standard 8.5 x 11 format is another easy change. For instance, cutting the handout in an 8.5 x 8.5 square creates something that feels "fancy" or commercially produced.

For take-home message reminders intended to be placed on the corner or a computer display, we used a simple 2" circular paper punch. This resulted in something that felt like an emblem and was more likely to be used and displayed as intended.



## Create Fillable Forms for a Thoughtful Hybrid Facilitation

All facilitations at our firm are hybrid – a combination of in-person and on-line participants. It is easy for on-line participants to feel disconnected. We address this by having a dedicated on-line facilitator during the session – a team member who does nothing but manage the on-line chat, break-out rooms, technology issues, polls, etc. In addition, if we have handouts for the in-person attendees, we provide PDFs of the same via the meeting chat. We go one step further though and convert those PDFs into fillable forms to improve the experience of those on-line attendees. It is simple and easy to do – but offers a better experience.

The process is easy: We create all handouts and materials in PowerPoint as the design environment is simple and familiar. When complete, simply use the Save As function to save the file as a PDF. Then edit that PDF in Adobe and add the fillable fields. There are a number of good tutorials online – here is one [example](#).

**cx** TED Talk: Will Guidara: The Secret Ingredients of great hospitality

Unreasonable Hospitality. The principle that guided us as we took ordinary \_\_\_\_\_ and turned them into extraordinary \_\_\_\_\_

"the only thing we didn't get to try was a \_\_\_\_\_"

What do New Yorkers call this item? \_\_\_\_\_

In restaurants, our reason for being is to make people feel \_\_\_\_\_. It is to make them feel \_\_\_\_\_. It's to give them a sense of \_\_\_\_\_. See, in restaurants, the food, the service, the design, they're simply ingredients in the recipe of \_\_\_\_\_

It was only then that I realized I wasn't actually in the business of serving people \_\_\_\_\_ I was in the business of serving them \_\_\_\_\_

3 things needed to happen for the amazing experience to happen again and again: \_\_\_\_\_

What impact did creating these experiences have on the team at the restaurant? \_\_\_\_\_

The words you use when creating an experience matter. I will typically say something like this when introducing a fillable form handout: *"Those of you on-line – I invested time to create handouts with fillable fields in order to improve your experience."*

As you consider ways to level-up your materials, keep in mind...you likely have a 'artsy-crafty' person on your staff...just maybe not in that role!