

# Training from the **BACK** of the Room

## For For Coaches, Facilitators and Training Teams

**The most effective facilitators don't just present information. They design experiences that make thinking happen in the room.**

That is a learnable skill. And it starts with understanding how the brain actually works.

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### The Training Pathway

This document offers five entry points, designed to meet the organisation at different levels of experience and availability:

Level	Programme	Best for
<b>Introduction</b>	Beyond the Slides (90 mins)	Anyone who presents, trains or facilitates
<b>Focused</b>	Facilitation Power Hours	Individuals wanting focused 1:1 support on specific training/facilitation design
<b>Strategic</b>	Training Audit and Redesign Consultation	L&D leads with an established programme ready for a refresh
<b>Deep Dive</b>	TBR* Private Practitioner Course (2 days)	Trainers, facilitators and coaches wanting full certification and a complete toolkit and a shared language across the team
<b>Self-directed</b>	TBR* Public Course, June 2026 (2 days)	Individuals booking via internal brochure

\*TBR: Training from the back of the room – 2-day certified practitioner course

## 01 The Opportunity

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Your coaches, facilitators and trainers are the people responsible for making learning happen across your organisation. They carry deep expertise and hard-won experience. But subject matter mastery and facilitation mastery are different skills.

The result is familiar: workshops that rely on slides, trainers who default to telling rather than facilitating, sessions where the same voices speak and everyone else disengages. The content is sound. The delivery lets it down.

This isn't just a facilitation problem. It's a knowledge transfer problem. When people sit through passive sessions, information doesn't stick, behaviours don't change, and the investment in bringing people together doesn't deliver the ROI it should.

Training from the BACK of the Room changes the delivery without changing the content. Your coaches and trainers keep their expertise. They just learn how to use it in a way that makes the room work with them, not just listen to them.

### Not just for coaches and trainers.

Anyone who presents, runs meetings, or delivers sessions to groups can benefit from these principles. Moving beyond death by PowerPoint is relevant at every level of an organisation.

## 02 Beyond the Slides: 90-Minute Workshop

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A practical, high-energy introduction to brain-based facilitation. Participants experience six learning principles first-hand and leave with tools they can apply immediately to coaching sessions, workshops, training delivery or any situation where they need to engage a room.

This is not a lecture about facilitation. It is facilitation in action. The session itself demonstrates every principle it teaches.

### What participants leave with

- An understanding of 6 brain science principles that make sessions stick
- The 4Cs framework, a repeatable structure for designing any session
- A toolkit of flexible, content-independent techniques
- Renewed confidence in how they show up in front of a group
- Techniques they can use in their very next session

### Format

- 90 minutes, online or in person
- Up to 20 participants
- Fully interactive
- Suitable for coaches, facilitators, trainers and anyone who presents
- Pre-call included to align to your team's context

Format	Investment	Other
Online (up to 20 participants)	£1,200 + VAT	
In Person (up to 20 participants)	£1,500 + VAT	Travel expenses additional outside London

## 03 Facilitation Power Hours

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For individuals who want focused, one-to-one support on a specific challenge. A Facilitation Power Hour is a 90-minute session built entirely around something real the person needs to facilitate; a workshop they're designing, a training session they want to improve, or a presentation.

By the end of the session, they leave with a concrete 4Cs plan, a set of tools and techniques tailored to their context, and renewed confidence for the session ahead.

This works particularly well for coaches and trainers who have strong content knowledge but want to sharpen how they deliver it; shifting from telling to facilitating, from slide-heavy to participant-led.

### What the session delivers

- A 4Cs session plan built around their actual upcoming session
- Practical tool suggestions tailored to their audience and context
- Techniques to increase engagement and reduce reliance on slides
- A clearer, more confident approach to session design
- Tools grounded in the same brain science as the full TBR course

### Investment

**£450 + VAT**

Per 90-minute session

Can be booked individually or as a block of sessions for multiple team members.

Block of 4 sessions: £1,500 + VAT

## 04 Training Audit and Redesign Consultation

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For organisations with existing training programmes that need a fresh pair of eyes, this is a structured consultation designed to identify where content is working and suggested improvements.

If you have an existing training course that feels like it could be more engaging, more participatory, or more effective at changing behaviour, this consultation maps the existing programme against the 6 brain science principles and 4Cs framework and produces a concrete set of redesign recommendations. The goal is not to rebuild from scratch. It is to take what already works and make it land better in the room.

### What the consultation includes

- Review of existing training materials, structure and delivery approach
- Assessment against the 6 brain science principles and 4Cs framework
- Identification of the highest-impact changes to make
- A written set of redesign recommendations with practical suggestions
- Optional: a follow-up session to work through the redesign with the team

### This is right for you if

- You have an existing programme that hasn't significantly evolved
- You know the content is sound but the delivery could be more engaging
- Participants complete the training but retention or behaviour change is low
- You want an external perspective before investing in a full redesign
- You want practical, actionable recommendations rather than a theoretical report

Pricing is scoped based on the length and complexity of the existing programme. Get in touch to discuss and agree a fixed-fee quote before work begins.

## 05 Going Deeper - TBR Private Practitioner Course

For coaches, facilitators and trainers who want the full toolkit, the 2-day Training from the BACK of the Room Practitioner Course is the complete experience. Participants leave with a globally recognised certification, 40+ facilitation tools, and a 4Cs session plan built around something real they need to deliver.

### What participants leave with

- Practitioner certification in Training from the BACK of the Room (TBR)
- Mastery of the 6 brain science principles and how to apply them to any session
- A full facilitation toolbox of 40+ engagement techniques
- A completed 4Cs session plan built around their own content they plan to deliver
- Sharon Bowman's two bestselling Training from the BACK of the room book included
- Post-course Q&A call and access to the global TBR Heartbeat community

### Why bring it in-house

- Contextualised to your organisation's work and clients
- Your team learns together and builds shared language
- A set of 4C's plans
- More cost-effective than individual public course attendance
- Delivered at your office or preferred venue
- Dates chosen to suit your team's schedule
- Up to 12 participants per cohort
- £583 per person based on 12 attendees (a saving of 39%pp)

*Participants build 4Cs session maps around real work they plan to deliver - so they leave with completed plans, not just new skills*

### Investment

Format	Investment	Notes
2-Day Private Course (up to 12 participants)	<b>£7,000 + VAT</b>	
Per person cost (based on 10 participants)	<b>£700 pp + VAT</b>	<i>Delivered at your venue</i>
Per person cost (based on 12 participants)	<b>£583 pp + VAT</b>	<i>Price + expenses beyond London</i>

*Includes: all participant books and workbooks, practitioner certification, post-course Q&A call, and access to the TBR community. Travel expenses additional if outside London.*

#### Compared to the public course:

10 people attending the public course would cost £9,500 + VAT. The private course at £7,000 + VAT delivers the same certification at a saving of £2,500, with the added benefit of being tailored to your team and delivered at your venue.

## 05 Join the June 2026 Public Course

### For your Internal Learning Brochure

The following information is designed for use in your internal learning brochure. Individuals can register directly using the link below.

### Training from the BACK of the Room

2-Day Practitioner Course | London | 11-12 June 2026

*Do your sessions land? Or do people leave having heard a lot but retained very little?*

This 2-day in-person course teaches you how the brain really learns and gives you the tools to design and deliver sessions that stick. Using six brain science principles and the 4Cs design model, you will leave with a complete facilitation toolkit, a session plan built around your own content, and a globally recognised TBR Practitioner certification.

#### What you will leave with:

- TBR Practitioner Certification
- 6 brain science principles you can apply immediately
- 40+ engagement tools and techniques
- Sharon Bowman's bestselling book
- A completed 4C's session plan using your own content for an intended session

**Investment:** £950 + VAT per person

**Register:** <https://buytickets.at/tbrwithrachel/1958038>

#### TRAINING FROM THE BACK OF THE ROOM

### Brain-based facilitation: the essentials

#### The 6 learning principles

Based on how the brain learns best

**Images** Boost memory and meaning

**Writing** Reinforces learning through reflection

**Movement** Improves energy, memory and focus

**Different** Captures attention and curiosity

**Shorter** Prevents cognitive overload

**Talking** Fosters social learning and understanding

#### The 4Cs framework

A simple way to structure any session

##### Connections

Connect learners to the topic and each other

##### Concepts

Interactive content delivery

##### Concrete practice

Learner application of the concepts

##### Conclusions

Reflect, summarise, and plan

#### 40+ engaging tools

Content-independent. Works with any topic, any client, any room.

##### Pair Share

talk it through

##### Gallery Walk

move and discover

##### Graphic Organiser

visualise connections

##### Card Sort

organise thinking

##### Data Hunt

find and apply

##### + 35 more techniques

all grounded in brain science

## 06 About Rachelle Williams

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Rachelle Williams is a certified Training from the BACK of the Room Trainer, facilitator, and pragmatic Agile coach with a decade of experience across consulting, pharma, media, defence, and retail.

She is one of a small number of certified TBR Trainers in the UK. Her facilitation training work includes delivery at the University of Wales and facilitation-focused sessions at community events and meetups across the UK. Her broader consulting and coaching experience spans organisations including Sky, GSK, BP, Atlas Copco, and the Royal Navy.

Her approach is practical, people-first, and anything but passive. Every session she runs is designed using the same brain science principles she teaches which means the experience of working with her is itself the proof of concept.

- Certified TBR Trainer (Sharon Bowman methodology)
- One of a small number of certified TBR Trainers in the UK
- ICAgile certified Agile Coach
- Nearly 10 years cross-sector experience
- Speaker: Lean Agile Brighton, ScanAgile Helsinki, Agile Manchester 2026
- Clients include: Sky, GSK, BP, Atlas Copco, Royal Navy
- University of Wales MSc facilitation training
- Founder of Furnell Projects Ltd
- Based in London, available for travel and virtual delivery

### Contact

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## 08 What People Say

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*Rachelle exemplifies the ultimate trainer. Her mastery of commanding the room, then getting the room to command itself were extraordinary. She has all the core skills of building extraordinarily psychological safe spaces, but also a natural inclusivity and empathy I have rarely seen in over 40 years in IT.*

**Rashee, Transformation Delivery Lead**

*Training with Rachelle was a transformative experience. I realized that true value in facilitation comes from empowering participants to take ownership of their learning. Rachelle's intentional approach, practical methods, and attention to every detail set this training apart from any I've attended before. Her methods are engaging, effective, and should be embraced by any organization looking to spark meaningful learning and development.*

**Rachael, Communications Trainer**

*Rachelle's session really energised the students and staff, giving insightful and practical suggestions on how to engage your participants based on brain principles. I am very pleased to recommend Rachelle as an engaging and effective trainer and facilitator.*

**Philip, Lecturer**

*Rachelle joined us at one of our Lean Agile Brighton meetups to present a session on *How the Brain Really Works: Six Principles for Facilitation*. The session was well paced, highly interactive, full of a-ha moments, and scattered with anecdotes that helped ground the facilitation techniques in real-world experiences. I heard nothing but positive feedback from other attendees.*

**Ben, Agile Lead**

*I had a highly valuable Power Hour with Rachelle exploring how to apply the *Training from the Back of the Room* methodology to bring my own training programme to life. She has excellent subject knowledge and took time to fully understand my brief, regularly checking in to ensure the learning landed and met my expectations. Rachelle's calm, person-centred approach made the session relaxed, practical, and confidence-building. I wouldn't hesitate to work with her again and highly recommend her.*

**Susan, Coach & Trainer**

**Ready to transform how your teams learn and deliver?**

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