

Feast for Merchants Train-the-Trainer

— Design Document

Business Purpose

The Feast for Merchants Train-the-Trainer session prepares facilitators to confidently deliver Feast for Merchants training. This hands-on, interactive session focuses on best practices for leading training sessions, facilitating effective case studies, managing classroom dynamics, and fostering inclusive, engaging learning environments. Facilitators gain experience with the Feast tool, practice using a four-step framework for facilitation, and develop skills to navigate real-time challenges. The training aims to build facilitator readiness, support consistency in delivery, and enhance participant engagement.

Target Audience

- Team Members who will serve as Feast for Merchants trainers
- Individuals with a working knowledge of the Feast platform
- Facilitators responsible for leading in-person or virtual training sessions

Training Time

4 hours (in-person)

Training Recommendation

Format: In-person

Group Size: Small cohort (6–12 recommended)

Modality: Live, interactive workshop with paired activities and simulations

Required: Laptops with Feast access, instructor materials, whiteboard, rubrics

Deliverables

- Facilitator Guide
- Presentation Slides
- Truncated Case Study and Script
- Instructor Rubric (2 per participant)
- Train-the-Trainer Worksheet
- Online timer, whiteboard, and handouts

Learning Objectives

By the end of this session, participants will be able to:

1. Lead a Feast for Merchants session with confidence and clarity.
2. Facilitate an engaging and inclusive case study using the four-step framework.
3. Identify and apply techniques to manage classroom challenges.
4. Promote a psychologically safe and supportive learning environment.

Training Outline

Time	Topic
7 minutes	Welcome, Introductions, Housekeeping
36 minutes	Key Facilitation Skills: Facilitator vs. Expert, Safe Learning Environments
15 minutes	Break
10 minutes	The Power of Case Studies
10 minutes	The Four-Step Framework for Case Study Facilitation
40 minutes	Paired Demonstration: Slides 6–9, Parts 1–2
45 minutes	Lunch
35 minutes	Paired Demonstration: Slides 11–14, Parts 3–4
10 minutes	Handling Common Facilitation Challenges
5 minutes	Creating a Safe and Engaging Learning Environment
5 minutes	Answering Questions: Clear and Focused
10 minutes	Break
10 minutes	Summary, Q&A, Appreciations
2 minutes	Closing

Assessment Plan

Formative Assessment:

- - Reflection activities during facilitation discussions
- Peer-to-peer feedback using the Instructor Rubric
- Live practice demonstrations of Feast case study facilitation
- Responses to scenario-based discussion questions
- Group debriefs on facilitation techniques and strategies

Summative Assessment:

N/A – This is a skills-building session with formative feedback rather than a formal exam.