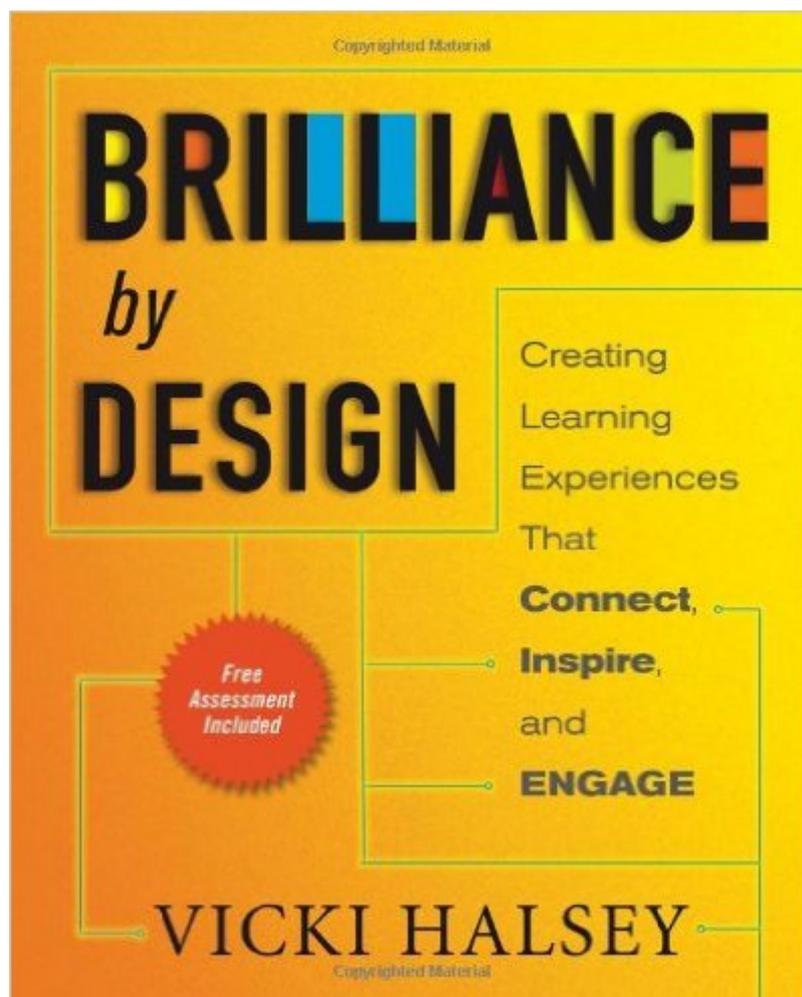


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# Brilliance By Design: Creating Learning Experiences That Connect, Inspire, And Engage



## Synopsis

Learning, Vicki Halsey writes, is the gateway to optimal life experiences. Learning transforms people's lives, and teaching, in any forum, is the art and science of bringing out the brilliance that drives those transformations. Or it should be. But what often happens is that people who teach—in classrooms, meetings, workshops, coaching sessions, or any other setting where learning happens—don't know how to transfer their great content to others effectively. They spend 70 percent of their time on what they are teaching and only 30 percent on how to teach it, when it should be the other way around. Halsey is here to reverse that equation, laying out a comprehensive instructional design model that deeply engages and energizes learners because it focuses not on how smart they are but on how they are smart. She shows how to create content that is clear, relevant, easily absorbed, and readily retained because it is tailored to each participant's specific needs, abilities, and inclinations. Halsey's six-step ENGAGE Model replaces the old "sit and get" model with a "woon" model where learners are actively drawn in and perform activities that reinforce the learning. She presents hundreds of proven ideas, strategies, and practices that will enable you to Energize learners at the beginning of any learning session; help them Navigate the new content and Generate personal meaning and relevance from it; Apply their learning to the real world; Gauge and celebrate their progress; and Extend their learning to action. Brilliance by Design offers a systematic way to reach joyfully into the soul of learners and facilitate their brilliance so they can make a positive difference in the world. [Â](#)

## Book Information

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## Customer Reviews

This is one of several books published in recent years that discuss design principles that are relevant to the business world, notably Roger Martin's *The Design of Business: Why Design Thinking is the Next Competitive Advantage*, Thomas Lockwood's *Design Thinking: Integrating Innovation, Customer Experience, and Brand Value*, and Tim Brown's *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. In this volume, Vicki Halsey explains how many of the core principles of design thinking -- with appropriate modification -- can be effectively applied to almost any learning situation in schools, college, and universities as well as to corporate education programs. It is also worth noting that many of the same principles are among the cornerstones of education at the U.S. military academies. She recommends a four-step process to create or increase "brilliance" in both teaching and learning. How does she define the term? "Brilliance is not a random act. It is the result of learning over time -- having the space to dig deep into preexisting learning and combine it with new knowledge, resulting in unique thoughts. It is about people, content, and a structure for learning designed to connect, inspire, and engage." Think of brilliance as being, at least potentially, multi-dimensional illumination. It can occur suddenly ("Eureka!") or over an extended period of time and countless setbacks, as when Thomas Edison and his associates eventually invented (no pun intended) the first commercially practical incandescent light.

There is finally a resource that will cause a classroom disruption you're sure to remember. . . I've had the opportunity to devote the past 11 years to training and leadership development, and Vicki Halsey's book, *Brilliance by Design*, is unequivocally one of the best, most practical training and development resources and a must-read for any teacher, instructional designer, and facilitator. Vicki Halsey reminds us that "Brilliance is NOT a random act" and that we owe it to learners to create a positive, safe environment that gives them the opportunity to showcase their brilliance. To create that type of participant-centered learning environment, Vicki presents the ENGAGE model: \* Engage Learners \* Navigate Content \* Generate Meaning \* Apply to Real World \* Gauge and Celebrate \* Extend Learning to Action. She takes you on a journey through each component of the model, provides practical strategies that you can immediately apply, and summarizes each chapter with reflection exercises and/or a checklist. More importantly, she provides all the templates you can re-use to create brilliant sessions of your own. I first read *Brilliance by Design* when it was published in 2011 and I have supported Vicki's message ever since. In fact, this is one of the first gifts I buy anyone I coach in the training and development industry. Additionally, I think the best compliment any author or thought-leader can receive is to know their work was implemented and delivered

positive results.

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