

## 5P Approach by PanPodia

Upgrade your training to the next level and increase the impact in 5 steps, from Purpose to Profit.

### UPGRADE YOUR TRAINING

PanPodia helps you with

- result oriented storyline and structure
- camera speaker & training skills
- optimized media mix and production process
- interactive and engaging platform
- impact leveraging tweaks



Our experts can train your team to do it inhouse or you can outsource specific tasks and projects to PanPodia learning professionals.

### INCREASE IMPACT IN 5 STEPS

**Purpose:** Start with your learning objective and your why.

**Prepare:** Develop your learning roadmap, your script, structure and storyboard.

**Produce:** Make your mixed media, your audios and videos.

**Publish:** Set up your interactive platform, academy or media channel.

**Profit:** Launch and tweak to increase impact and reach.

Get started with the questions below.

These are an extract from the 5P training workbook.

Enjoy!

## 5P intake checklist

*extract from the 5P training workbook by Sandra De Milliano*

### A. PURPOSE

1/ What is your (learning) objective?

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2/ What is your participant's need (from the participant's perspective)?

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3/ What resources will you make available? Time, effort, money, people, material, software.... ?

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B. PREPARE

1/ What are the necessary steps that lead the participant to the (learning) objective?

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2/ What is the key message per step?

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3/ Which speakers need camera presentation training in studio up front?

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C. PRODUCE

1/ What media mix do you plan to use? Text, video, audio, graphics, photos, live...?

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2/ What media can you produce inhouse? How can you optimize this production?

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3/ What media production do you want to outsource?

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D. PUBLISH

1/ What tools are you already using like software, hosting providers, platforms, ... ?

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2/ What do you need to have a viable engaging platform to get started?

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3/ How are you going to create interaction and engagement?

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**E. PROFIT**

1/ How do you plan to set up your launch and campaigns?

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2/ Who are the partners involved? What is in it for the different partners?  
Participant? Organization? Expert? Media Producer? Publisher? Funder? Marketing  
agency? Other?

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3/ What are the small tweaks that can make a big difference?

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**F. YOUR CONTACT INFORMATION**

FULL NAME

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DIRECT MAIL

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MOBILE PHONE / WHATSAPP

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WEBSITE

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## G. CONTACT PANPODIA

If you want to explore how PanPodia can help you, send in your intake form to [intake@panpodia.com](mailto:intake@panpodia.com), [schedule a quick call](#) with a PanPodia Professional or contact us directly.

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