

## Facilitator, Trainer, or Presenter?

---

I really wasn't sure how I should title this article since...well, you'll see. Organizations think that acronyms are bad...try figuring out what to call yourself and your department or even your company when it comes to "training."

All right, do you call yourself a Trainer, a Facilitator, an Instructional Designer, a Developer, a Presenter, a Performance Specialist, a Performance Enhancement Coach, a Keynote Speaker....and on and on? And do you call the department that you work in the Training Department, the Organizational Change Unit, the Performance Effectiveness Department, the Organizational and Development Department? Again, you get my drift.

So now you know how I felt when I had to determine a name for my business, what to call myself, and which meta tags to use so that search engines would find me...so **you** could find me.

Luckily for me, I have a great Web Designer (and I'm not sure that I should really call him that...I wonder what his title really is). Well anyway, he suggested that I ask people who "knew me and what I did." So, I asked.

Here are some of the words used to describe "me:"

- Consultant
- Course Designer
- Courseware Developer
- Curriculum Designer
- Custom Training Designer
- Customized Training Designer
- Educator
- Facilitator
- Instructional Designer
- Instructional Systems Designer
- Instructional Writer
- Instructor
- Technical Writer
- Trainer
- Training Consultant
- Training Designer
- Training Developer

Here are some of the words used to describe what I "do:"

- Blended Learning
- Corporate Development
- Corporate Training
- Course Design
- Courseware Development
- Curriculum Design
- Custom Training Design
- Customized Training Design
- Education
- Employee Development
- Employee Training
- Facilitating
- Facilitator Training
- Instruction
- Instructional Design
- Instructional Systems Design
- Interactive Training
- Learning
- Team Development
- Train the Trainer
- Training
- Training Course Development

Here are some of the words used for the “materials I create:”

- Business Education Material
- Business Training Material
- Facilitation Guides
- Facilitator Guides
- Facilitator Kits
- Facilitator Materials
- Facilitator Manuals
- Instruction Manuals
- Instructional Manuals
- Instructional Guides
- Instructor Guides
- Instructor Manuals
- Instructor Materials
- Management Guides
- Modules
- Training Courses
- Training Guides
- Training Manuals
- Training Materials
- Training Modules
- Training Packages
- Training Programs
- Training Resources

I thought originally I'd try to define and distinguish between some of these words...and then I gave up. How do you even begin to define, distinguish, and describe the various terms you find in this article? Needless to say, I'm not interested in writing a “thesis.”

So, the moral of this story is...just call me...anything...okay, within reason. But call me if you need me, or need a referral to someone who can assist you.

Signed,

A confused person☺

---

*Susan Otto, the president of Training-Modules.com, LLC, is committed to effectively partner with organizations and their employees to achieve strategic initiatives necessary for organizational success. Susan designs customized facilitator and participant guides for companies that want to do their own internal training. Contact her at 859.292.0095 or [susan@training-modules.com](mailto:susan@training-modules.com). For information about Susan's training modules, visit her website at [www.training-modules.com](http://www.training-modules.com).*

*Copyright 2006 Training-Modules.com. All rights reserved. While you may copy this publication, its content may not be modified. You may, and are encouraged to, share the publication with others who may benefit from receiving it.*