

Facilitator Guide

Debunking Diamond Myths with *Facts*

ADDRESSING MYTHS AND MISCONCEPTIONS
ABOUT THE DIAMOND INDUSTRY



Introduction

OBJECTIVE

To deliver an engaging and informative workshop that provides sales professionals with the factual knowledge they need to educate diamond consumers on the common myths and misconceptions of the diamond industry.



LEARNING FORMAT

The Diamond Facts workshop is based on the recent research completed by the Natural Diamond Council. The research addresses common myths about the diamond industry and provides factual information to help educate the industry and the consumer.

Materials

PowerPoint Presentation

Facilitator's Guide

The PowerPoint is designed to offer the Facilitator three different presentation options. Based on the needs of the audience, the Facilitator can choose how to best adapt the PowerPoint.

From a two-hour workshop to a fact-a-week, the Facilitator has the ability to adapt the PowerPoint in a way that makes sense for their business and audience.

The Learning Experience

HOW TO USE THE GUIDE

This guide is designed to support the Facilitator in creating a meaningful workshop. It outlines different types of training formats and gives the Facilitator the ability to adjust the presentation for their specific needs.

The workshop has three different activities. These are just ideas; the Facilitator can use their own creative ideas to add additional group discussions and activities to the workshop.

FACILITATOR PREP WORK

There are a few things the Facilitator can do prior to the training to ensure an enjoyable learning experience for the audience.

Location

Ensure a location with minimal distractions that allows the Learners to be comfortable.

Technology

Know what type of technology is required for the workshop and ensure it is available at the start of the workshop.

Details

Clearly communicate the date, time, and location of the workshop. Ensure people know how long they can expect to be in the training.

Timing

To ensure the training time is maximized, please arrive prior to the training to organize the items needed for a successful training experience.

Workshop & Presentation Options

OPTION ONE | TWO-HOUR WORKSHOP

To cover all of the information in the workshop and complete the three group activities, it will take approximately two hours to facilitate the workshop.

In this format, there are no adjustments needed to the PowerPoint. You can follow the current format as it's designed.

OPTION TWO | MULTIPLE ONE-HOUR WORKSHOPS

The workshop is divided into facts. There are three group activities included in the PowerPoint presentation. As the facilitator, you can move the activities based on how you are dividing up the content.

The Facilitator can enhance the ongoing training by asking the Learners to complete the In-Depth Modules hosted on diamondlearningcenter.org.



diamondlearningcenter.org

OPTION THREE | FACT-A-WEEK

For environments where it's not possible to schedule an hour to two-hour workshop, the Facilitator can share a fact a week.


There are 11 facts, and this format will give the Learners 11 weeks of diamond education. Once again, the Facilitator can enhance the learning by asking the Learner to read additional information about each fact during the week.

Transforming Knowledge Into Action

GROUP DISCUSSIONS & ACTIVITIES

There are three different ideas for group activities in the PowerPoint presentation. The purpose of the activities is to help the Learner think about how to use what they have learned in conversations with customers.

The Facilitator can add additional activities based on the format they chose to present. All activities should drive the ability of the Learner to synthesize the information they have learned and be able to use it while working with customers.




GROUP DISCUSSION

Out of the first three facts, which ones will be meaningful when talking with your clients?

FACTS

- Natural diamonds are the oldest thing you will ever touch.
- Laboratory-grown diamonds are not identical to natural diamonds.
- Natural diamonds are finite resources, and fewer and fewer are discovered every year.

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GROUP DISCUSSION

What facts did you find most interesting during today's workshop?

How might you share these facts in a conversation with a client?

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GROUP DISCUSSION

What are common questions you receive from clients about the diamond industry myths?

What have you learned today that will help you educate your clients on the facts of the natural diamond industry?

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