

# 2 Tips from 20 Years of Training





THE  
TRUST  
**FOR**  
**PUBLIC**  
**LAND**

# Jeffrey Keefer, Ph.D.

Director of Training  
and Knowledge Management  
The Trust for Public Land

Wikimania 2017 Learning Days Lightning Talk





# WIIFM?

(What's In It For Me?)



# Training

**REACTIVE**

**PROACTIVE**

**WIIFM?**



**Reactive  
Vs.  
Proactive**