



Certified Training and Development  
Professional



18 - 22 November 2024  
London (UK)  
Landmark Office Space



# Certified Training and Development Professional

REF: H1499 DATE: 18 - 22 November 2024 Venue: London (UK) - Landmark Office Space Fee: 5300 Euro

## Introduction:

Training and development professionals are under continuous pressure to exceptional training services. The demands of their job can only be fulfilled through extensive knowledge of the main topics related to the training profession. This course will equip participants with practical knowledge for promoting training within their organizations, linking training to organizational objectives, analyzing training needs, and selecting internal trainers and external consultants. In addition, the course focuses on different levels of training evaluation and on the competencies required by training professionals.

After the completion of the course, the participant receives an attendance Certificate from Euro Training Center.

## Course Objectives:

At the end of this course the participants will be able to:

- Describe the strategic significance of training with particular emphasis on aligning training with strategy, promoting training within the organization, and partnering with managers and supervisors.
- Develop appropriate methods to conduct a Training Needs Assessment TNA.
- Examine ways to select internal trainers and to hire external consultants.
- Demonstrate the success of training at all evaluation levels, from reaction to Return On Investment ROI.
- List foundational competencies for training professionals along with key actions and behaviors.

## Targeted Audience:

Training and development professionals involved in the process of training needs analysis, coordinating and organizing training courses, and evaluating the results of training.

## Course Outlines:

### Unit 1:

- The strategic framework of training: an overview:
  - The role of a training department.
  - Approaches aligning training with strategy.
- From top-down to pulse-taking.

### Unit 2:

- Marketing training within the organization:
  - Training preparations.
  - Guidelines for promotional material.
  - Your training announcement template.
- Partnering with managers and supervisors:
  - The style inventory.

- Planning, preparation, presentation, and follow-up with managers and supervisors.
- Roles and responsibilities.

### Unit 3:

- The role of the training professional in TNA:
  - The importance of identifying needs.
  - The training needs assessment process.
  - Data collection methods: quantitative and qualitative.
  - Advantages and disadvantages of quantitative and qualitative methods.
  - Approaches to identifying needs.
  - Workshop: applying a training needs assessment.
- Selecting Subject Matter Experts SMEs:
  - Qualifications for internal trainers.
  - Internal trainer selection process.
  - Train the trainer boot camp.
  - Feedback and coaching template for internal trainers.

### Unit 4:

- Hiring a consultant or external trainer:
  - Screening consultants criteria worksheet.
  - Proposal evaluation.
  - Review of a training proposal.
  - Consultant interview evaluation questions.
  - Monitoring consultant performance: beginning, during, closing.
- Competencies of the training professional:
  - Competency defined: the iceberg metaphor.
  - Competency: components and types.
  - Foundational competencies for training professionals.
  - Key actions and behaviors.
  - Your personal development plan.

### Unit 5:

- Demonstrating the success of training:
  - Lessons on how to evaluate training.
  - The four levels of evaluation.

- Linking evaluation levels with TNA.
- Linking evaluation levels with Instructional Learning Objectives ILOs.
- Components of a complete ILO.
- The ROI process model.
- Tabulating program costs.
- Calculating ROI.