



Training & Development Strategic Program for Professionals

Website: www.btsconsultant.com

Email: info@btsconsultant.com

Telephone: 00971-2-6452630

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Introduction:

Training and development professionals are under continuous demand to offer exceptional training services. Such demands can only be served through extensive knowledge of topics within the training profession. This course will equip participants with practical knowledge on marketing training within their organization, linking training to organizational objectives, analyzing training needs, and selecting internal trainers and external consultants. In addition, the course focuses on evaluating training at all levels and the competencies required by training professionals.

Who Should Attend?

Training & Development Managers, Training Controllers & Administrators, Training & Development Coordinators, Training Managers' Secretaries, Training Assistants, Training Officers, HR Specialists, Generalists & Personnel, Line Managers, Capability and Development Officials, Senior Executive Capability and Development, Section Heads, Succession Planers, Talent Managers, Training Officers, Senior Training Officers, Team Leaders, Superintendents, Senior Training Administrators, those responsible for people development, Administrators, HR trainees, and Supervisors who are involved with training and development.

Course Objectives:

By the end of this course delegates will be able to:

- 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)
- Identify the strategic significance of training through particular emphasis on aligning training with strategy
- Identify the strategic significance of training through particular emphasis on marketing training within the organization and partnering with managers and supervisors
- List the strategic, tactical and administrative competencies of the training professional

Course Outline:

The Strategic Framework of Training: An Overview

- The role of a training department
- Approaches aligning training with strategy
- From top down to pulse taking
- 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

The Role of the Training Professional in TNA

- Why identify needs?

- The training needs assessment process
- Data collection methods: quantitative and qualitative
- Advantages and disadvantages of quantitative and qualitative methods
- Approaches to identifying needs
- Applying 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

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

Demonstrating the Success of Training

- 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

Competencies of the Training Professional

- Competency defined: the iceberg metaphor
- Competency components and types
- Strategic and tactical competencies
- Planning and administrative competencies
- Your personal development plan