

## Certified Training and Development Professional

### Why Attend

Training and development professionals are under continuous pressure to offer exceptional training services. The demands of their job can only be fulfilled through an extensive knowledge of the main topics related to the training profession. This course will equip participants with practical knowledge for promoting 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 different levels of training evaluation and on the competencies required by training professionals.

### Course Methodology

Participants will learn by doing. A number of practical group exercises are used to assist participants in applying theoretical knowledge to organizational settings.

### Course Objectives

By the end of the course, participants will be able to:

- Identify the strategic significance of training through 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 the strategic, tactical and administrative competencies of the training professional

### Target Audience

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

### Target Competencies

- Working with people
- Presenting and communicating
- Applying expertise and technology
- Following instructions and procedures
- Planning and organizing

### Associations

**HR Certification Institute (HRCI) :** Meirc is an approved provider with the HR Certification Institute. Established in 1976, HRCI is an internationally certifying organization for the human resource profession and a global leader in developing

rigorous exams to demonstrate mastery and real-world application of forward-thinking HR practices, policies and principles. Today, more than 120,000 professionals worldwide proudly maintain their HR Certification Institute’s credentials as a mark of high professional distinction. By successfully completing any Meirc program which is approved by HRCI, participants will earn credit hours essential for maintaining professional distinction of PHR®, SPHR® or GPHR®.



**Society for Human Resource Management (SHRM)** : Meirc is recognized by the Society of Human Resources Management (SHRM) as a Preferred Provider. This recognition implies that participants who attend any of the SHRM approved programs delivered by Meirc Training & Consulting will earn a number of Professional Development Credits (PDCs) which will help them maintain their certification in SHRM-CPSM or SHRM-SCPSM.



### Location & Date

20 Aug - 24 Aug, 2017  
Prague, English  
Hilton Prague Hotel

8 Oct - 12 Oct, 2017  
Dubai, Arabic  
Kempinski / Mall of the Emirates

3 Dec - 7 Dec, 2017  
Dubai, English  
Kempinski / Mall of the Emirates

*Meirc reserves the right to alter dates, content, venue and trainer.*

### Fees: US\$

Per participant

US\$ 4,900

*(including coffee breaks and a buffet lunch daily)*



For companies that want to maximize the return on their investment in training: **Register 3 participants** on the same course and dates and pay only for 2.

### 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 the quantitative and qualitative methods
  - Approaches to identifying needs
  - Workshop: 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**
  - 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
- **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