

**Training Title**

**TRAINING & DEVELOPMENT PROFESSIONAL**

**Training Duration**

5 Days

**Training Venue & Dates**

REF	Training & Development		26 – 30 Jan.		
SS006	Professional	5	2026	\$6,500	Rome, Italy

In any of the 4 or 5-star hotels. The exact venue will be intimated once finalized.

**Training Fees**

- 6,500 US\$ per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Lunch

**Training Certificate**

Define Management Consultancy & Training Certificate of course completion will be issued to all attendees.

**COURSE DESCRIPTION**

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 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.

**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

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### WHO SHOULD ATTEND

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

### TRAINING METHODOLOGY:

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course. Very useful Course Materials will be given.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Group Work & Practical Exercises
- 20% Videos & General Discussions

### 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

- The importance of identifying needs
- The training needs assessment process

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- 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

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**NOTE:**

**Pre-& Post Tests will be conducted. Case Studies, Group Exercises, Group Discussions, Last Day reviews, and assessments will be carried out.**

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