



# Certified Training and Development Professional Course

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-03-24

**End Date:** 2026-03-28

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** HRMC

**Course Code:** HRMC-23

## Syllabus

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### Course Syllabus

#### Introduction

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

#### Objectives

- identify the strategic significance of training through emphasis on aligning training with strategy, marketing training within the organization and partnering with managers and supervisors.
- List the strategic, tactical and administrative competencies of the training professional.
- Use appropriate methods to conduct a Training Needs Assessment (TNA).
- Examine ways to select internal trainers and Subject Matter Experts (SMEs) and to hire external consultants.

## **Day One**

### **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

## **Day Two**

### **Competencies of the Training Manager/Coordinator**

- Competency Defined: The Iceberg Metaphor
- Competency: Components and Types
- Strategic and Tactical Competencies
- Planning and Administrative Competencies
- Overview of the 2013 ASTD Competency Framework

## **Day Three**

### **The Role of the Training Professional in Training Needs Assessment (TNA)**

- The Training Assessment Process
- Why Identify Needs?
- Data Collection Methods: Quantitative and Qualitative
- Approaches to Identifying Needs
- Advantages and Disadvantages of Quantitative and Qualitative Methods

## **Day Four**

### **Selecting Subject Matter Experts (SMEs)**

- Qualifications for Internal Trainers
- Internal Trainer Selection Process
- Feedback and Coaching Template for Internal Trainers

## **Day Five**

- 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 and Instructional Learning Objectives (ILOs)
- Components of a Complete ILO
- Jack Phillips' ROI Process Model
- Tabulating Program Costs
- Calculating ROI