



Asia Masters Center

Certified Training and Development Professionals



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Certified Training and Development Professionals

➔ Course Objective

- 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.
- Demonstrate the success of training at all evaluation levels - from reaction to Return on Investment (ROI).

➔ Target Audience

- Training and development professionals involved in the process of training needs analysis.
- Coordinating and organizing training courses.
- Evaluating the results of training.

➔ **Course Outline**

Day 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
- 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 2

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 3

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 4

Selecting Subject Matter Experts (SMEs)

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

Day 5

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 and Instructional Learning Objectives (ILOs)
- Components of a Complete ILO
- Jack Phillips' ROI Process Model
- Tabulating Program Costs
- Calculating ROI
- Practical skills in designing financial models using Excel
- The design of financial models for forecasting and decision-making

➤ The Feature Of Asia Master Training And Development Center

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

**Communicate with the training department
to know the participation fees**

➤ **There are offers and discounts for groups**

The details of the bank account

**Bank name: CIMB Bank Berhad
Account name: Asia Masters Center SDN. BHD
Bank account number: 80-0733590-5
Swift code: CIBBMYKL
IBAN: Null**



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