



Certified Training and Development Professional Course

Venue Information

Venue: London UK

Place:

Start Date: 2026-07-28

End Date: 2026-08-01

Course Details

Net Fee: £4750.00

Duration: 1 Week

Category ID: HRMC

Course Code: HRMC-23

Syllabus

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