HR Strategy and Training

# The Certified Training and Development Specialist

## Course Introduction

As training becomes a primary necessity for organizations nowadays in securing that its manpower is being maximized, the expertise required for Training and Development professionals is becoming more extensive at the same time. More than planning and creating a structured training and development program, they are also expected to evaluate training programs, materials and systems to align with the organization's goals and strategies.

**Essential concepts and techniques**

This training course is designed to provide participants with essential concepts and techniques in becoming an effective Training and Development Professional. This course will allow participants to have an in-depth comprehension of training and its importance to an institution and explore the various trends in training and development.

## Target Audience

This training course is designed and beneficial for professionals in the HR handling functions related to learning and development.

## Learning Objectives

At the end of the training course, participants will be able to

- Contribute in the organizational development of the training system and link it to competencies and career path.
- Develop the skills in preparing modern training and annual training plans.
- Reconcile organization's training and strategy.

- Learn about the concept of Training Needs Analysis "TNA" and how to conduct it based on competencies.
- Be empowered with the methodology of how to determine the recommended budget to implement the training plan.
- Understand how to evaluate the training proposal.
- Create a marketing plan for the training program.
- Develop the ability of selecting the right training topic and trainees.
- Keep pace with the modern and technological methods of Training.
- Understand the scientific trends in learning and training.

# Course Outline

- **01 Day One**

  **The Training and Development Nowadays**

  - Opportunities and challenges in the new millennium.
  - The Important concepts and meanings of training.
  - The importance of training in institutions.
  - The organizational chart of training in organizations.
  - The model of Training process.
  - The importance of reconciling training efforts and strategic efforts.

  **Learning and Improving Performance**

  - Motivating learning and performance.
  - Understanding motivation and performance.
  - Learning definition.
  - Training that motivates adults to learn

- **02 Day Two**

  **Competencies and Training**

  - Types of competencies and their models.
  - Competency mapping.
  - The importance of analyzing training needs.
  - Competency-based needs assessment.
  - Types of training needs.

- Needs assessment levels and stages.
- The different tools used in collecting data.
- The ATD Human Performance Improvement Model.
- Different types of case studies.

**• 03 Day Three**

**Competency-Based Training**

- The foundations and concepts of competency-based training.
- Integration of the basic principles of designing and implementing training programs based on job competencies.
- Apply training strategies and keep pace with competency-based training programs.
- The foundations of writing the objectives and description of Training Programs in implementation of the principles of competency-based training.
- The foundations of effective evaluation of the training activity through the competencies curriculum and model.

**Budgeting for Training**

- How to estimate the cost of training.
- Cost elements of the training plan.
- The foundations of rationalizing training costs and the best way to use these resources.
- Factors influencing training budget decisions.

**• 04 Day Four**

**Training Proposal Assessment and Selecting Trainees**

- How to evaluate the training proposal.
- Evaluation Criteria.
- Weighting the criteria.
- How to balance and select the trainees.
- Criteria of selecting training program providers.
- Selecting experts in the topic of training.
- When is it preferred to choose internal or external trainers?
- Different types of case studies

**• 05 Day Five**

**Creating an Effective Training Program**

- How to market training programs within the institution.
- Preparing for training.

◦ guidelines for the promotional material.
◦ Template for Training Announcement.
◦ Collaborate with managers and supervisors.
◦ Evaluating Collaboration style.
◦ Planning, preparation, presentation and following up with managers and supervisors.
◦ Train the Trainers (in case of choosing the internal ones)
◦ Ensuring harmony between the institutional and individual needs and the training materials.

## Confirmed Sessions

| FROM | TO | DURATION | FEES | LOCATION |
| --- | --- | --- | --- | --- |
| April 21, 2025 | April 25, 2025 | 5 days | 4950.00 $ | England - London |
| April 28, 2025 | May 2, 2025 | 5 days | 4250.00 $ | UAE - Dubai |
| May 18, 2025 | May 22, 2025 | 5 days | 4250.00 $ | KSA - Riyadh |
| May 19, 2025 | May 23, 2025 | 5 days | 4250.00 $ | UAE - Dubai |
| June 22, 2025 | June 26, 2025 | 5 days | 4250.00 $ | KSA - El Dammam |
| Aug. 11, 2025 | Aug. 15, 2025 | 5 days | 4250.00 $ | UAE - Dubai |
| Oct. 12, 2025 | Oct. 16, 2025 | 5 days | 2150.00 $ | Virtual - Online |
| Dec. 29, 2025 | Jan. 2, 2026 | 5 days | 4950.00 $ | Thailand - Bangkok |