



Internationally Certified Training Programs

# **ATD Managing Learning Programs Certificate**

## Course Introduction

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ATD's Managing Learning Programs Certificate follows the key knowledge and actions that talent development professionals must have when managing learning, as defined by research.

Acquire the critical leadership skills necessary to manage learning programs and the people who develop them. Discover how to run the learning function like a business and execute organizational strategy from an ATD facilitator who has experience running a learning function and get feedback on the specific challenges you face as a learning manager.

## Target Audience

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- Learning and development managers
- Training and development specialists
- HR professionals
- Organizational development consultants
- Business leaders and executives responsible for talent development
- Managers and supervisors who oversee training programs
- Corporate trainers and instructional designers
- Professionals involved in the strategic planning of learning and development initiatives
- Anyone seeking to enhance their skills in managing and leading the learning function within an organization

# Learning Objectives

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

- Identify the current and evolving role of the learning manager in challenging environments.
- Establish a vision by creating a compelling picture of how the learning function improves business performance and enables the execution of organizational strategy, and partner with business leaders to advocate for improving performance through learning.
- Establish strategies, develop long-range learning development and human performance initiatives to implement the vision, and understand what drives
- business and how the learning function can best add value.
- Interpret the best practices in needs assessment methodologies and learning needs identification, adult learning theory, learning design theory, learning technologies, learning information systems, and marketplace resources.
- Run the learning function like a business by converting strategies into action plans reconciled with real-life constraints, develop and monitor budgets, and understand staffing and resource deployment.

## Course Outline

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- **01 Day One**

Setting The Stage: Setting the Stage

- Welcome to the Program
- Where Am I on Day One? Survey

## **Module 1: Linking to the Organization**

- Environment, Industry, and Organization
- General Electric, CIA, American Diabetes Association, Genco, and P.V. Cargo Carriers Activity
- Measures
- Scanning

### **• 02 Day Two**

## **Module 2: Managing Strategy and Direction**

- Vision and Mission
- Business Model
- Business Model Advantages/Disadvantages Activity
- Fortune 100 Case Study
- Financial Model
- Strategic Plan
- Developing Your Plan Activity
- Business Plan
- Budget
- Governance
- Steps to Action Activity
- Self Study: Learning Technologies
- Types of Learning Technologies
- Learning Modality Selection Worksheet
- Purpose of Learning Technologies
- Types of Learning Information Systems
- Home work Summary and Resources

### **• 03 Day Three**

## **Module 3 : Managing Systems and Processes**

- Project Management
- Case Study: Training Project
- The Learning Project Life Cycle
- Project Definition Checklist
- ADDIE Activity

- Evaluation
- Evaluation Case Study
- Keeping Programs Fresh Activity
- Learning Solution Assessment Tool
- Evaluating Linkage to Business Needs Activity
- Vendor Management
- What Gets Outsourced Activity
- Vendor Selection Process Activity
- Technology
- Staffing Needs Activity

#### **Module 4 : Managing Key Relationships**

- Who Do You Manage and Influence Activity
- Framework for Leadership
- New Leadership Requirements
- Clients and Stakeholders
- How Can You Use This Concept Activity
- Staff
- Other Training Departments
- Subject Matter Experts
- Human Resources (HR) and Legal
- The CEO and Other Executives
- Module Summary and Resources
- Wrapping Up
- Stepping Into Action
- Strategy Worksheet
- Where Am I on Day Three? Survey

# Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 4, 2025	May 6, 2025	3 days	3250.00 \$	KSA - Jeddah
July 7, 2025	July 9, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Oct. 13, 2025	Oct. 15, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Dec. 15, 2025	Dec. 17, 2025	3 days	3950.00 \$	Thailand - Bangkok