



*Training Course:
Training and Development Professionals*

*24 - 28 November 2025
Casablanca (Morocco)
New Hotel*

Training Course: Training and Development Professionals

Training Course code: MA234809 From: 24 - 28 November 2025 Venue: Casablanca (Morocco) - New Hotel Training
Course Fees: 4500 € Euro

Introduction

Training and development professionals are under continuous pressure to offer exceptional training services. The demands of their job can only be fulfilled through extensive knowledge of the main topics related to the training profession.

This training program will equip participants with practical knowledge and effective skills for promoting training within their organizations, linking training to organizational objectives, analyzing training needs, and selecting internal trainers and external consultants. In addition, the course focuses on different levels of training evaluation and on the competencies required by training professionals.

Methodologies

Participants will learn by doing. A number of practical group exercises are used to assist participants in applying theoretical knowledge to organizational settings.

Objectives

By the end of the course, participants will be able to:

- Describe the strategic significance of training with particular emphasis on aligning training with strategy, promoting training within the organization and partnering with managers and supervisors
- Develop appropriate methods to conduct a Training Needs Assessment TNA
- Examine ways to select internal trainers and to hire external consultants
- Demonstrate the success of training at all evaluation levels, from reaction to Return On Investment ROI
- List foundational competencies for training professionals along with key actions and behaviors

Target Audience

Training and development professionals are involved in the process of training need analysis, coordinating and organizing training courses, and evaluation of the results of training

Competencies

- Working with people
- Presenting and communicating

- Applying expertise and technology
- Following instructions and procedures
- Planning and organizing
- Formulating concepts and strategies

Outlines

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
 - Roles and responsibilities

Day 2

The role of the training professional in TNA

- The importance of identifying needs
- The training needs an assessment process
- Data collection methods: quantitative and qualitative
- Advantages and disadvantages of the quantitative and qualitative methods
- Approaches to identifying needs

- Workshop: applying training needs assessment

Day 3

Selecting Subject Matter Experts SMEs

- Qualifications for internal trainers
- Internal trainer selection process
- Train the Trainer boot camp
- Feedback and coaching template for internal trainers

Day 4

Hiring a consultant or external trainer

- Screening consultant's criteria worksheet
- Proposal evaluation
- Review of a training proposal
- Consultant interview evaluation questions
- Monitoring consultant performance: beginning, during, and closing

Day 5

Demonstrating the success of training

- Lessons on how to evaluate training
- The four levels of evaluation
- Linking evaluation levels with TNA
- Linking Evaluation Levels with Instructional Learning Objectives ILOs
- Components of a complete ILO
- The ROI process model
- Tabulating program costs
- Calculating ROI

Competencies of the training professional

- Competency defined: the iceberg metaphor
- Competency: components and types
- Foundational competencies for training professionals
- Key actions and behaviors
- Your personal development plan

Registration form on the Training Course: Training and Development Professionals

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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