



*Training Course:
HR - Managing the Training Function (Certified
Training Manager)*

*27 - 31 October 2025
Casablanca (Morocco)
New Hotel*

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Training Course code: HR3002 From: 27 - 31 October 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Recent International developments have seen training elevated in its importance in successful companies. The new task and challenge are to market, run, and produce measurable results through all aspects of training. To do this the Training manager has new skills to master and to be in line with the new requirements of the demands of world-class companies.

This new program is for Training Managers who need to produce measurable results and who want to get the best from their training functions. This program will explain the paradigm shift that has been and is taking place in international training and will provide attendees with the skill, knowledge, and confidence to turn any training function into a true powerhouse. You will also find out the new leadership skills needed for future success and their 6 key indicators.

Highlights of this engaging seminar are:

- How to prove training can add value to any organization
- How to master the new skill set needed by training managers
- Master training budgets using different software
- Structure of the training function for maximum efficiency and results
- How to get the best out of people through development & and non-conventional training methods
- How to demonstrate added value and return on training Investment ROI
- Market the training function as a key tool for the organization

Course Objectives of HR - Managing the Training Function

By the end of this seminar delegates will be able to:

- Master the key techniques of managing the new style training function and beyond
- Describe the new role of training and be able to carry out effective marketing within your organization
- Re-examine the design of the training function to establish the most effective department for your organization
- Master budgets and new training software for TNA and financial control - develop a training strategy
- Understand and be able to implement the new "Training Consultant" approach to solve business issues

- Be able to Evaluate any training and be able to explain to others and demonstrate the added value role of Training

Training Methodology

The seminar is run by an acknowledged world authority on innovative training. The seminar is based on a combination of interactive activities - group and individual exercises, case studies, skills practice, and discussions - along with formal inputs. The environment will be supportive in which individuals with varying degrees of experience will be encouraged to share the approaches they currently use as well as try out new ones that they encounter in the seminar. The expert seminar facilitator will be on hand to answer any questions an individual may have and to act as a facilitator for building and applying new approaches.

Organizational Impact of HR - Managing the Training Function

Impact on the organization from delegates attending this seminar includes:

- A results-focused training function - able to demonstrate financial returns on training investment
- Improved results from training within your business
- New techniques in training strategy that are essential in developing a partnership with internal clients
- The ability to use a new end-to-end processes
- More focused training and development
- Evaluation of training programs to drive up quality and effectiveness

Personal Impact of HR - Managing the Training Function

Attendance at the seminar will result in individuals being better able to:

- Take training to the next level with exciting new ways of doing things
- Able to use new consultancy skills
- Be able to calculate and produce results for any aspect of training
- Improve their ability to make training a more critical part of a business
- Demonstrate how a training budget should be seen as an investment
- Master the software that will make any function work more efficiently

Course Outlines of HR - Managing the Training Function

DAY 1

The new shape and design of training functions

- Introduction to the seminar and individuals
- Objectives
- Why change anything?
- How to design effective training functions
- Calculating how many staff you need
- What do efficient training functions look like
- How training activities fit with organizational strategy
- The six critical leadership skills

DAY 2

The control of data, finances, and figures needed for training efficiency

- Streamlining essential training data
- Make life easy - understanding basic unit costs - exercise
- How to put a training plan together from TNA
- The use of four training codes to make planning very easy
- TNA - new software - demonstration
- Mastering training budgets
- How to compile your budget in under 15 minutes - fun exercises
- Simple technique - great results - how to prioritize training in difficult circumstances

DAY 3

Evaluating training

- Definition of added value evaluation
- The process needed - detailed practical explanation
- Practical case study - improving productivity
- Group feedback from case study - lessons learned

- What to evaluate - good news use a process to do this - demonstration
- Examples of evaluated training and its value to the organization
- Case study example - evaluation in practice
- Review of case study

DAY 4

New role - The Training Manager as an internal consultant/advisor

- What is a consultant? - examples of world-class consultants
- Areas in which consultancy fits well - examples
- Where the consultant can add value - exercise Understanding Yourself - participants will have the opportunity of completing either the OPQ32 or the McRay/Costa NEO PI-R personality profile to see their own personality profile confidential - subject to course size
- Self-analysis - how do your current skills/behaviors match with the 12 key areas? - exercise
- Developing the skills - the number one priority if you are going to be successful as a consultant
- Developing business solutions - practice and case study
- Review of case study
- Locking consultancy into TNA and added value results

DAY 5

Techniques that make a big difference

- Marketing the new training function - exercise
- Producing key results for the senior management
- Getting the best from external training providers - writing learning outcome objectives - exercise
- Resourcing training materials
- Internal success measures
- Making the most of training success - celebrate success regularly
- Keeping up to date with training innovations -useful resources

Registration form on the Training Course: HR - Managing the Training Function (Certified Training Manager)

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

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