



*Training Course:
Mastering Training Needs Analysis and Training
Evaluation - Fast Track*

*12 - 16 July 2027
Casablanca (Morocco)*

Training Course: Mastering Training Needs Analysis and Training Evaluation - Fast Track

Training Course code: HR3004 From: 12 - 16 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

This program, designed by Global Horizon Training Center, responds directly to the growing need for data-driven and value-focused training functions.

In today's performance-driven environment, organizations must ensure that training investments deliver measurable results. The two most critical areas that determine training success are Training Needs Analysis TNA and Training Evaluation. This program provides the latest methodologies, tools, and structured frameworks to master both areas with precision and efficiency.

Participants will learn how to conduct accurate and efficient TNA, prioritize training requests effectively, and apply advanced evaluation techniques to demonstrate measurable business impact. The program emphasizes a systematic and auditable approach, enabling professionals to clearly identify which training initiatives deliver real value and contribute to organizational performance.

Objectives

By the end of this program, participants will be able to:

- Apply the 4-level model for effective Training Needs Analysis
- Understand and construct competency frameworks for targeted training
- Prioritize training requests using advanced prioritization techniques
- Master the 10-step model for training evaluation
- Identify which training programs should be evaluated and why
- Apply evaluation techniques to measure training effectiveness
- Understand and use unit cost analysis in training decisions
- Demonstrate the measurable value and ROI of training programs

Target Audience

- Training Managers and Learning & Development Professionals
- HR Professionals involved in training and development
- Training Coordinators and Specialists
- Organizational Development Practitioners
- Anyone responsible for planning, evaluating, or managing training programs

Outlines

Day 1: New Approaches to Training Needs Analysis TNA

- Introduction and program objectives
- Alternative approaches to traditional TNA
- The four-quadrant TNA model
- Establishing a structured training process
- Identifying stakeholders and training customers
- Coding and categorizing training types
- Linking organizational needs to TNA
- Case study on organizational change

Day 2: Departmental and Team Training Needs

- Department-level training requirements and alignment with business plans
- Tools for rapid identification and implementation
- Case study: building self-managed teams
- Addressing departmental expectations
- Team-based TNA and its unique challenges
- Applying the Adair model to training needs analysis

Day 3: Individual Needs, Prioritization & Training Costs

- Identifying individual training needs
- Alternative learning methods beyond traditional training
- Prioritizing training requests using advanced systems
- Competency-based training analysis
- Technology and software in TNA
- Understanding training budgets and unit costs
- Practical budgeting exercise

Day 4: Mastering the Evaluation Process

- Validation vs Evaluation: understanding the difference
- Overview of evaluation models Kirkpatrick, CIRO, IES
- Introduction to the 10-step evaluation model
- Integrating evaluation within the training cycle
- Applying evaluation formulas and metrics
- Determining which programs require evaluation

Day 5: Practical Application of Evaluation Techniques

- Case Study 1: Skills-based training evaluation
- Case Study 2: Sales training evaluation
- Measuring accountability of the training function
- Linking evaluation to organizational performance
- Should all training be evaluated?
- Developing post-training implementation plans

Registration form on the Training Course: Mastering Training Needs Analysis and Training Evaluation - Fast Track

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

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