



*Training Course:
The Training Analyst*

*15 - 19 March 2027
Casablanca (Morocco)*

Training Course: The Training Analyst

Training Course code: HR3053 From: 15 - 19 March 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's performance-driven environment, training functions are no longer judged by activity levels but by **measurable impact and business value**. Organizations expect learning and development initiatives to directly contribute to productivity, capability building, and strategic outcomes. This has elevated the role of the training professional into that of a **training analyst and performance consultant**.

This program provides a comprehensive and practical approach to **training analysis, measurement, and evaluation**, equipping participants with the tools to assess training effectiveness, optimize learning investments, and demonstrate tangible results. It integrates modern evaluation frameworks, including models such as Kirkpatrick Model and ROI-based methodologies, enabling participants to transform training into a value-generating function.

Through real-world case studies, applied exercises, and analytical tools, participants will learn how to measure not only knowledge acquisition but also behavioral change, competency development, and organizational impact.

Program Objectives

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

- Measure training effectiveness using advanced evaluation models
- Analyze training data to identify trends and performance gaps
- Design measurable training outcomes aligned with business goals
- Evaluate competency, behavior, and performance improvements
- Calculate training ROI and demonstrate financial value
- Apply analytical tools to improve training efficiency
- Transform training functions into **strategic value contributors**

Target Audience

- Training and Development Professionals
- Learning & Development Managers
- HR Business Partners
- Organizational Development Specialists
- Professionals responsible for evaluating training effectiveness

Training Outline

Day 1: The Strategic Role of Training Analysis

- The evolution of training from cost center to value driver
- Defining training value and business impact
- Identifying stakeholders and internal “customers” of training
- Building auditable and structured training processes
- Managing training budgets and cost control
- Role of the training analyst in modern organizations
- Exercise: Mapping training value within the organization

Day 2: Learning Science and Performance Drivers

- Understanding how people learn: theories and applications
- Learning styles and their measurement
- Personality factors Big Five and training outcomes
- Barriers to learning and how to overcome them
- Retention and memory optimization techniques
- Motivation and engagement in learning environments
- Case study: Improving learning effectiveness

Day 3: Designing Measurable Training Programs

- Writing effective learning outcome objectives
- Aligning training objectives with business goals
- Essential documentation for structured training delivery
- Enhancing training through visual, audio, and digital tools
- Learning environment optimization space, tools, delivery methods
- Practical exercise: Designing a measurable training module

Day 4: Training Analysis & Measurement Frameworks

- Key training measurement areas cost, performance, competency
- Understanding competency frameworks and standards
- Measuring competency improvement and performance impact
- Linking competency to productivity outcomes
- Introduction to automation tools and software for training analysis
- Concept integration: Competence + Performance = Productivity
- Workshop: Designing a competency measurement model

Day 5: Reporting, ROI, and Strategic Impact

- Training evaluation frameworks including Kirkpatrick Model
- ROI calculation and financial impact analysis
- Developing training dashboards and reports
- Using formulas to demonstrate added value and efficiency
- Training as a potential profit center
- Evaluating training feedback tools and surveys
- Final case study: Demonstrating training success
- Action planning: Applying learning in the workplace

Registration form on the Training Course: The Training Analyst

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