



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

*21 - 25 June 2027
Casablanca (Morocco)*

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

Training Course code: HR3002 From: 21 - 25 June 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 €

Introduction

This program, designed by Global Horizon Training Center, reflects the evolving role of training as a strategic driver of organizational performance.

Recent international developments have elevated training from a support function to a **core business enabler**, requiring measurable outcomes, strategic alignment, and value creation. Training Managers today must go beyond administration to lead, market, and optimize training functions using modern tools, data, and methodologies.

This program equips participants with the advanced skills needed to transform training into a **results-oriented function**, capable of demonstrating return on investment ROI, supporting business objectives, and driving organizational excellence. It also introduces the new leadership and consultancy competencies required to position the training function as a key strategic partner within the organization.

Objectives

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

- Manage and optimize modern training functions effectively
- Understand and apply the strategic role of training within organizations
- Design and restructure training departments for maximum efficiency
- Develop and manage training budgets using modern tools and software
- Apply the Training Consultant approach to solve business challenges
- Evaluate training programs and demonstrate measurable added value
- Market the training function internally as a strategic business tool
- Develop training strategies aligned with organizational goals

Target Audience

- Training Managers and Learning & Development Leaders
- HR Professionals responsible for training strategy
- Organizational Development Specialists
- Senior Training Coordinators and Supervisors
- Professionals seeking to advance into training management roles

Outlines

Day 1: Designing and Structuring the Training Function

- Introduction and program objectives
- The evolving role of training in modern organizations
- Designing effective training functions
- Workforce planning for training departments
- Characteristics of high-performing training functions
- Aligning training with organizational strategy
- The six critical leadership skills for training managers

Day 2: Managing Data, Budgets, and Training Planning

- Managing and streamlining training data
- Understanding and applying unit cost analysis
- Developing training plans based on TNA
- Using structured coding systems for training management
- Introduction to training software tools
- Budget planning and financial control techniques
- Prioritizing training under constraints

Day 3: Training Evaluation and Value Measurement

- Understanding added value in training evaluation
- Evaluation processes and methodologies
- Case study: improving productivity through training
- Identifying what training should be evaluated
- Demonstrating the impact of training on performance
- Practical applications of evaluation techniques

Day 4: The Training Manager as an Internal Consultant

- The role of the training manager as a business consultant
- Areas where consultancy adds value
- Self-assessment of consultancy competencies
- Developing key consultancy skills
- Applying personality profiling tools e.g., OPQ32, NEO PI-R
- Designing business-focused training solutions
- Integrating consultancy into TNA and evaluation

Day 5: Advanced Techniques for Training Excellence

- Marketing the training function internally
- Communicating results to senior management
- Managing external training providers effectively
- Writing clear learning objectives
- Optimizing training resources and materials
- Measuring internal success indicators
- Sustaining continuous improvement and innovation in training

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

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