



External Training Course

Certified Training and Development Professional

From 27 Oct. 2025 To 31 Oct. 2025

From 17 Nov. 2025 To 21 Nov. 2025

From 29 Dec. 2025 To 02 Jan. 2026

Eurostars Central Hotel, Madrid, Spain

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External Training Course:

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Fees: 2500 KD

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Course Overview

This comprehensive five-day certification program equips participants with the essential knowledge and advanced tools required to design, deliver, and evaluate effective training and development initiatives. The course explores the complete training cycle—from needs assessment to post-training evaluation—while emphasizing alignment with organizational strategy, competency frameworks, and measurable performance outcomes. Participants gain practical insights, templates, and techniques to become strategic learning partners within their organizations.

Course Objectives

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

- Align training and development plans with the organization's strategic objectives.
- Conduct in-depth Training Needs Analysis (TNA) using both qualitative and quantitative data.
- Develop competency-based learning programs and curricula.
- Apply adult learning principles and instructional design methodologies.
- Deliver high-impact classroom and virtual training sessions.
- Evaluate training effectiveness using the Kirkpatrick Model and ROI analysis.
- Implement performance-based learning metrics and dashboards.
- Build internal training capacity and manage external vendors effectively.

Target Audience

This course is designed for:

- Learning & Development (L&D) Professionals and Managers
- HR Managers and Officers with training responsibilities
- Training Coordinators and Supervisors
- Corporate Trainers and Facilitators
- Instructional Designers and Talent Development Specialists
- Department Heads seeking to enhance internal training effectiveness
- Consultants involved in people development and performance improvement

Training Methodology

The course uses a blended, highly participative approach combining:

- Expert-led interactive lectures and real-life case studies
- Group discussions and scenario-based exercises
- Role-playing, facilitation practice, and presentation simulations
- Learning diagnostics and skill assessments
- Use of digital tools, LMS platforms, and visual learning aids
- Final capstone project to design a complete training plan

Organizational Impact

Organizations that invest in this course will gain:

- A structured and measurable approach to employee development
- Training programs that directly support strategic goals and KPIs
- Improved return on investment (ROI) in training budgets
- Enhanced performance management and talent pipelines
- Stronger in-house training capability and reduced outsourcing costs
- A culture of continuous learning and knowledge sharing

Personal Impact

Participants will personally benefit by:

- Earning professional certification recognized across the HR and L&D community
- Building confidence as a facilitator and training strategist
- Mastering techniques for engaging and motivating adult learners
- Enhancing their career progression in HR and organizational development
- Gaining practical templates, checklists, and models for immediate use
- Strengthening analytical and presentation skills for board-level communication

Course Contents & Outline:

Day 1 – The Strategic Role of Training & Development

- Understanding the link between business strategy and training strategy
- Roles and responsibilities of the training function
- The evolving role of the L&D professional in modern organizations
- Identifying key stakeholders and gaining management buy-in
- Competency frameworks and talent development alignment
- Establishing learning governance and policy
- Building a learning culture within the organization
- Workshop: Assessing the maturity of your organization's learning function

Day 2 – Training Needs Assessment (TNA) and Competency Mapping

- Understanding the TNA process and levels of needs analysis
- Methods for collecting and analyzing TNA data
- Identifying performance gaps and skill shortages
- Linking TNA findings to organizational goals
- Developing competency maps and job role profiles
- Prioritizing learning needs and preparing TNA reports
- Tools for data-driven learning analytics
- Practical Exercise: Conducting a TNA for a real-life department

Day 3 – Instructional Design and Adult Learning Principles

- Overview of instructional design models (ADDIE, SAM, and others)
- Setting clear and measurable learning objectives (Bloom's Taxonomy)
- Designing engaging content for adult learners
- Choosing delivery methods: in-person, blended, or e-learning
- Visual design and storytelling for learning retention
- Incorporating interactivity and gamification
- Using technology to enhance learning (LMS, virtual tools)
- Group Activity: Designing a mini-learning module

Day 4 – Training Delivery and Facilitation Skills

- Trainer competencies: communication, facilitation, and influence
- Creating a positive learning environment and managing participant dynamics
- Advanced presentation and questioning techniques
- Managing challenging learners and maintaining engagement
- Using audiovisual aids and training technologies effectively
- Cross-cultural communication and global training delivery
- Virtual facilitation and online engagement best practices
- Simulation: Delivering a short training session with feedback

Day 5 – Evaluation, ROI & Continuous Improvement

- Evaluating training using Kirkpatrick's Four Levels
- Using the Phillips ROI model to measure training return
- Post-training performance evaluation and transfer of learning
- Developing metrics, dashboards, and reports for management
- Continuous improvement in training design and delivery
- Certification assessment and personal action plan
- Capstone Project: Develop a full training and development strategy
- Final review, feedback, and closing session

Course Agenda:

(1st Day) Agenda

8.30	9.00	Opening Remarks (30 Min.).
9.00	11.30	<u>Discuss the main points of the training course:</u> • The Strategic Role of Training & Development • Training Needs Assessment (TNA) and Competency Mapping • Instructional Design and Adult Learning Principles • Training Delivery and Facilitation Skills • Evaluation, ROI & Continuous Improvement
11.30	12.00	Coffee Break
12.00	14.00	<u>The Strategic Role of Training & Development:</u> • Understanding the link between business strategy and training strategy • Roles and responsibilities of the training function • The evolving role of the L&D professional in modern organizations • Identifying key stakeholders and gaining management buy-in • Competency frameworks and talent development alignment • Establishing learning governance and policy • Building a learning culture within the organization • Workshop: Assessing the maturity of your organization's learning function
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(2nd Day) Agenda

9.00	11.30	<u>Training Needs Assessment (TNA) and Competency Mapping:</u> • Understanding the TNA process and levels of needs analysis • Methods for collecting and analyzing TNA data • Identifying performance gaps and skill shortages • Linking TNA findings to organizational goals
11.30	12.00	Coffee Break
12.00	14.00	<u>Training Needs Assessment (TNA) and Competency Mapping:</u> • Developing competency maps and job role profiles • Prioritizing learning needs and preparing TNA reports • Tools for data-driven learning analytics • Practical Exercise: Conducting a TNA for a real-life department
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(3rd Day) Agenda

9.00	11.30	<u>Instructional Design and Adult Learning Principles</u> • Overview of instructional design models (ADDIE, SAM, and others) • Setting clear and measurable learning objectives (Bloom's Taxonomy) • Designing engaging content for adult learners • Choosing delivery methods: in-person, blended, or e-learning
11.30	12.00	Coffee Break
12.00	14.00	<u>Instructional Design and Adult Learning Principles</u> • Visual design and storytelling for learning retention • Incorporating interactivity and gamification • Using technology to enhance learning (LMS, virtual tools) • Group Activity: Designing a mini-learning module
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(4th Day) Agenda

9.00	11.30	<u>Training Delivery and Facilitation Skills:</u> • Trainer competencies: communication, facilitation, and influence • Creating a positive learning environment and managing participant dynamics • Advanced presentation and questioning techniques • Managing challenging learners and maintaining engagement
11.30	12.00	Coffee Break
12.00	14.00	<u>Training Delivery and Facilitation Skills:</u> • Using audiovisual aids and training technologies effectively • Cross-cultural communication and global training delivery • Virtual facilitation and online engagement best practices • Simulation: Delivering a short training session with feedback
14.00	14.30	Questions and Discussion
14.30		Buffet Lunch

(5th Day) Agenda

9.00	11.30	<u>Evaluation, ROI & Continuous Improvement:</u> • Evaluating training using Kirkpatrick's Four Levels • Using the Phillips ROI model to measure training return • Post-training performance evaluation and transfer of learning • Developing metrics, dashboards, and reports for management
11.30	12.00	Coffee Break
12.00	14.00	<u>Evaluation, ROI & Continuous Improvement:</u> • Continuous improvement in training design and delivery • Certification assessment and personal action plan • Capstone Project: Develop a full training and development strategy • Final review, feedback, and closing session
14.00	14.30	Questions, Discussion & Conclusion Training Course.
14.30		Buffet Lunch