



أكاديمية الزمالة العربية البريطانية
Arab British Academy Fellowship
A.B.A.F





Certified Training Manager

Why Attend

Training departments carry a major responsibility in the organizations which focus on developing employees' knowledge and skills for current and future business needs. Being in charge of a training department requires an understanding of a number of concepts like management, strategy, policies, budget, evaluation and technology. The 'Certified Training Manager' course covers such important topics and provides participants with the knowledge and tools to survive the ever growing demands placed on the training function..

Course Methodology

To apply theory, the course incorporates an experiential learning approach that allows participants to individually and collectively develop solutions to case studies, draft budgets, training policies, evaluate surveys and create business requirements for training systems.

Course Objectives

By the end of the course, participants will be able to:

- Describe the key roles and responsibilities of training departments
- Develop a training department mission statement with key result areas and key performance indicators
- Establish a comprehensive training strategy which includes training policies, procedures, and training plans
- List important steps for developing and administering training budgets
- Identify methods for evaluating the training function
- Conduct a cost benefit analysis for training activities
- Prepare business requirements for a Learning Management System (LMS) and list the necessary system selection steps



Target Audience

This course targets existing or aspiring training managers. Specialists, team leaders, training managers and line managers who have a direct interest to pursuing a career as a training manager.

Target Competencies

- Leading and supervising
- Relating and networking
- Persuading and influencing
- Presenting and communicating
- Analytical thinking
- Formulating concepts and strategies
- Planning and organizing
- Achieving goals and objectives



- **Managing a training department**
 - Defining management
 - Key management functions
 - Personal assessment and development plan
 - Role of the training department in an organization
 - Conducting a 'PEST' and 'SWOT' analysis
 - Devising a training strategy
 - Training department mission statement
 - Identifying key result areas
 - Training department key performance indicators
 - Marketing the training function within your organization
 - Training and development roles
 - Structure of a training department
 - Mapping training policies, procedures and training plans
 - Importance of training policies
 - A look at common training policies
 - Drafting training policies



- Components of a training plan
- Partnering with training providers
- **Establishing a training budget**
 - Whose responsibility is it
 - Budget types and techniques
 - Measurement, metrics and budget data
 - Eight steps to creating your budget
 - Tips for defending your budget
 - Examples of training budgets
- **Evaluating the training function**
 - Reasons for evaluating the training function
 - Key performance indicators
 - Deciding on indicators
 - Monitoring and reporting
 - Measuring employees' satisfaction of the training function
 - Evaluation methods
 - Developing the training function's satisfaction survey
 - Evaluating transfer of behavior
 - Conducting a cost/benefit analysis
 - Reporting return on investment
 - Presenting your findings
- **Selecting and implementing a LMS**
 - Purpose and importance of LMS
 - Existing types and technology
 - Common features
 - Business requirements
 - Defining the selection process
 - Examples and comparison of LMS



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