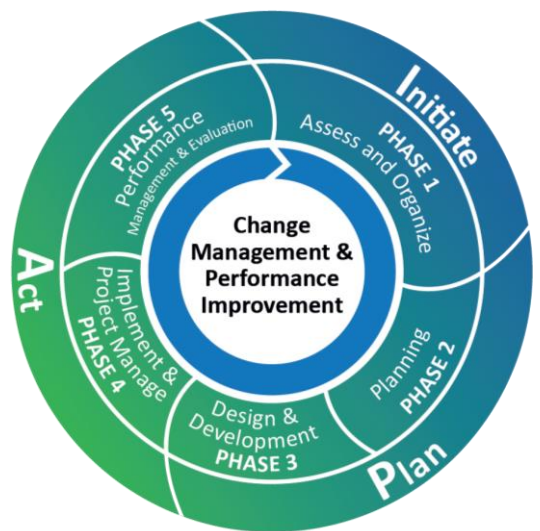


Certificate in Managing Training Programmes

What Will You Learn?

- Define the reasons and situations when training is required as a solution
- Understand the steps in the ADDIE training design and development model
- Determine your personality type and understand how people behave differently
- Review how different generations, communicate, learn and get motivated
- Learn how to use ROPES to deliver your programmes
- Understand how to use ROI Methodology to evaluate your programmes



Overview

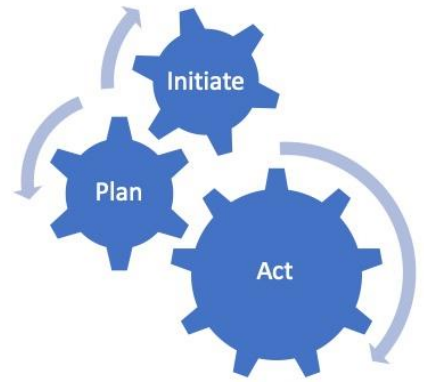
The success of a training programme depends on many factors, one of which is an error free management function. Training departments carry a major responsibility which focuses on developing your clients and employees' knowledge and skills for current and future business needs. The **Certificate In Managing Training Programmes** course provides you with the knowledge and tools to survive the ever growing demands placed on the training function. This practical programme assists your company to build a "Training Management Framework" to deliver successful programmes.

Certificate In Managing Training Programmes will help you and your team gain a strong foundation to manage your diverse job roles and responsibilities. You will develop a working knowledge of the basic skills used for instructional design and the integration of technology as a training device and management tool. We will assist you in building your influencing skills to aid your interactions with peers, clients, and management.

The role of a training Manager is very diverse. You get involved in various roles within training: instructional design, assessment and evaluation, managing operations and project timelines, and occasionally executing some of the training itself. On top of that, you get to interact with the participants before, during, and after training, along with inside and outside of training.

We will guide you where to start as it could seem a little overwhelming.

In this interactive course, you will be introduced to and practice applying the key actions and outputs required to successfully support the efforts of a training team to execute L&D programmes. The instructors will draw on 20+ years' of experience to prepare you to apply the concepts of basic instructional design and training delivery and evaluation for when you return to work. Additionally, this course will strengthen your ability to handle difficult people and situations.



During the programme, you will be introduced to IPA model:

Initiate
Plan
Act

Using the Initiate / Plan / Act framework, we will use a customized

“Training Management Framework” which is comprehensive enough to ensure successful delivery of results.

Training Managers are human resource specialists who implements talent development solutions. In this role, you assess staff’s needs, assist with the design of training materials, coordinate the delivery of training programmes (whether developed internally or sourced externally), and monitor the results. In addition, you are often responsible for evaluating the results and impact of your courses.

Programme Timings

Registration will be at 08:00 on day one and we shall start each day promptly at 08:30. There will be refreshment breaks at 10:30 and 12:30 and the days will be concluded at 14:30 when a networking lunch will be served.

What’s Included?

These five days will be engaging and interactive with plenty of hands-on, practical and application-driven workshops.

What's In It For You?

- Understand the steps in the ADDIE training design and development model
- Identify and diffuse difficult situations
- Align programmes offered with your clients' development needs
- Understand how different generations learn and design and develop your courses based on that
- Use practical checklists to make your job easier
- Negotiate for a win-win outcome

What's In It For Your Company?

- Reduce number of redundant programmes offered
- Increase client satisfaction ratios
- Improve the efficiency of training department
- Reduce errors and manage waste

What's In It For Your Clients?

- Be confident of high standard services provided by you
- Be able to rely on your professionalism to deliver value for money

What To Expect?

- **Participation:** You are expected to collaborate with your facilitator and colleagues through interactive group discussions, role plays and exercises.
- **Supplemental Resources:** This programme has plenty of tools and templates to help you apply what you learn during this 5 days.
- **Action Plan:** We strongly recommend that you put together an action plan that you will apply once you return to work.

Who Should Attend?

This programme has been designed for Training Managers who want to learn the fundamentals and logistics of supporting training departments and learning programmes. It's especially good for new recruits, but a great refresher for someone taking on a new role in the department.

- Instructional Designer
- Learning Developer or Designer
- Learning Strategist
- Learning & Development Specialist
- Faculty
- Training Manager

Benefits

The programme has been designed based on ROI methodology to ensure that you can measure Reaction, Learning, Application and Impact

Reaction Objectives:

- You will find the content relevant to your jobs.
- You will find the content important in aligning your job function with your organisation's strategy.
- You will have the opportunity to put your learning into practice back at work.
- You intend to apply your learning back at work to improve the company's offerings.
- Rate the relevance of the course content 9 out 10

Learning Objectives:

- Be able to define the roles of a training Manager
- Understand the steps in the ADDIE training design and development model
- Describe the different steps used in ROPES
- Be able to demonstrate your understanding of the ROI Methodology
- Understand different type of personality based on DISC methodology

Application Objectives:

- Use ADDIE to design and develop your programmes
- Align programmes offered with the development needs of your clients
- Apply KSA when designing training courses
- Use ROPES when delivering programmes

Impact Objectives

- Reduce number of redundant programmes offered
- Increase client satisfaction ratios
- Improve the efficiency of training department
- Reduce errors and manage waste

Here's What Delegates Who Have Attended This Course Have Said:

"Informative"

Saad Al Zahrani, Head of IT Sector

"The workshops enriched my learning experience in multiple ways.... Knowledge +ways of delivery and management"

"I have learned a lot from the trainers especially Ms. Farzaneh. I really liked the material. I have benefited and will transfer the same strategy to the training dept"

Reem Al Mohemeed, Head of the Office Management

"It is a course that summarizes a group of topics that shorten a lot of training programmes"

Hasan Balubaid, Business Administration Sector

"Amazing course"

Mohammed Haffan, Director of Administrative and Legal Programs

"Great programme"

Dr Yasser Hausawi, Assistance Professor – Manager

Testimonials



Your Coaches



Farzaneh Majed CRP, BSMP, KPIP, MCPM, SMPS
CEO & Managing Partner Transform Alliance
ROI Institute Partner

Farzaneh Majed is ROI Institute Partner with over 20 years of successful business development, change management and innovation experience who has a passion for excellence and thrives on driving change. Farzaneh's extensive career at the global level has resulted in many successful initiatives being adopted lucratively. She believes in simplifying processes and delivering results through strategic planning and effective execution.

As the CEO and Managing Partner of Transform Alliance (TA), Farzaneh is committed to assisting organizations to achieve transformation through the engagement of their people with TA's alliance partners. Having identified the mission of the organization, clients are guided and closely monitored on the journey from Strategy Formation and Implementation of Change Management. A key focus throughout is the end result and measurement of the ROI on each project.

Farzaneh is an advocate of Inclusion and Collaboration and owes her success to putting herself in the other person's shoes and seeing the world from their perspective and seek a win-win solution. As Partnership Director, she transformed the relationships Informa had developed with key accreditation and certifying bodies as well as Informa's pool of subject matter experts. She was instrumental in identifying new talent to ensure the sustainability of the business.

Farzaneh established the Training, Learning & Development Division of Informa (Former IIR Middle East) and was selected as Centre of Excellence for Training among Informa Group and achieved Innovation Award for continuous improvement.

Farzaneh is a Key Performance Indicator Professional (KPIP), Balanced Scorecard Master Professional (BSMP) and has a Master's Certificate in Project Management from George Washington University. She has an Honours degree in Combined Sciences (Statistics & Biology) from the University of Brighton in the UK.

In addition to leading some ROI Certification courses, Farzaneh has personally conducted an ROI study which took 12 months for a governmental body in Saudi Arabia. They wanted to measure the impact and ROI of Strategic Planning and Strategy Execution. She not only designed and developed the programme for them, but also, assisted them in collecting Action Plans for Level 3, Application, followed by developing objectives for Level 4 – Impact. They actually achieved a positive ROI.

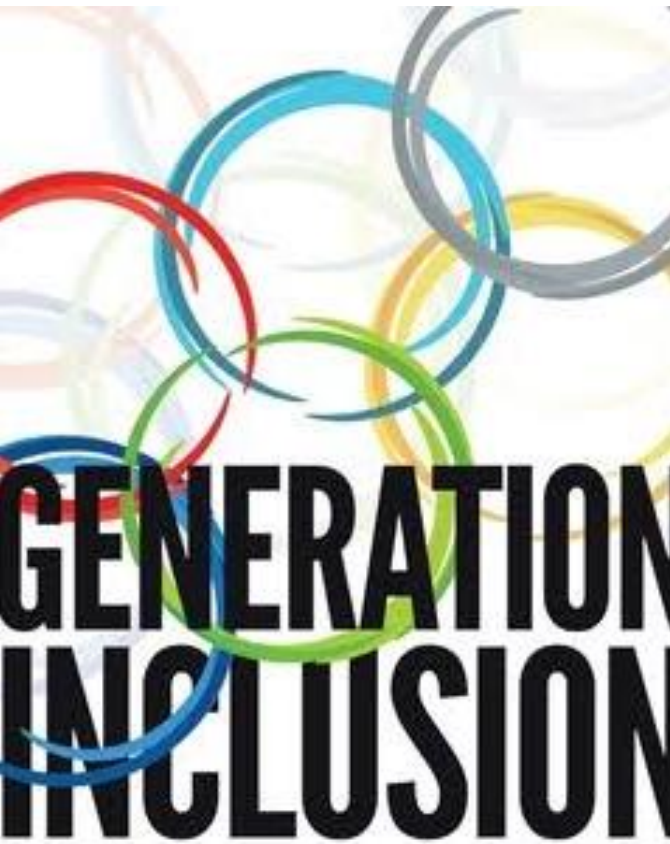
Farzaneh has coached the Procurement Department of a public hospital in Saudi to develop a team that is going to be responsible for measuring the results of their purchases. This study is still underway.

Farzaneh has been coaching 3 faculty members of a Saudi governmental body for the past 7 months on conducting an ROI study on a programme they have attended called Certificate in Managing Training Programmes. They are in the process of collecting Level 3 data.

Education, Training and Seminars

- BSc Combined Sciences – University of Brighton, Brighton, UK
- Balanced Scorecard Master Practitioner (BSMP®) – George Washington University, USA
- Key Performance Indicator Practitioner (KPIP®) – George Washington University, USA
- ROI Certified, ROI Institute, USA
- Master's Certificate in Project Management® – George Washington University & PMI, USA
- Leadership & Management – Chartered Management Institute, UK
- Strategic Management Performance Systems, LBL Strategies, USA

Author of Generation Inclusion



KEEPING UP WITH TECHNOLOGY AND EVOLVING
SOCIAL NORMS THROUGH GENERATIONAL INCLUSION

FARZANEH MAJED

BUSINESS & ECONOMICS / Leadership / Management



FARZANEH MAJED is the CEO and Managing Partner of Transform Alliance (TA), ROI Institute Partner, Balanced Scorecard Institute Partner and Advisory Board Member. She has over 25 years of successful change management and business development experience.

Being a passionate advocate of diversity and inclusion, she takes an empathetic approach to unlock the hidden potential and synergies from diverse teams and organisations. She has successfully leveraged this approach across numerous organizations internationally, guiding clients on the journey from strategy formation to implementation and sustainable change management. She thrives on driving change, with a key focus on the measurement of the bottom-line impact and community engagement.

Farzaneh is a Certified ROI Professional (CRP), Key Performance Indicator Professional (KPIP), Balanced Scorecard Master Professional (BSMP), Master's Certificate in Project Management from George Washington University and Master's Certificate in Diversity and Inclusion from ESSEC Business School.

This book is the result of several years of research, interviews, meetings, workshops and discussions with people from different geographies, educational levels, religions, upbringings, genders and of course ages. It explores insights from six different generations, taking into consideration the available literature in this field and taking averages for the six different generations to determine the Six Generational Bands. It will support leaders to lead better, managers to manage better and families to become closer to each other.

Be aware of our differences and embrace our similarities to capitalise on the opportunities that arise from engaging people with different skill levels and life experiences.

PRICE: \$29.95 ISBN 978-1-9772-341



9 781977 234612

outskirts
press

outskirtspress.com



James Meltz,
CRP, BSP, KPIP, SMPS
COO & Partner, Transform Alliance

James Meltz is a passionate sales and marketing strategist who partners with companies, governments and entrepreneurs having previously launched two start-up companies himself.

He considers himself an architect of change.

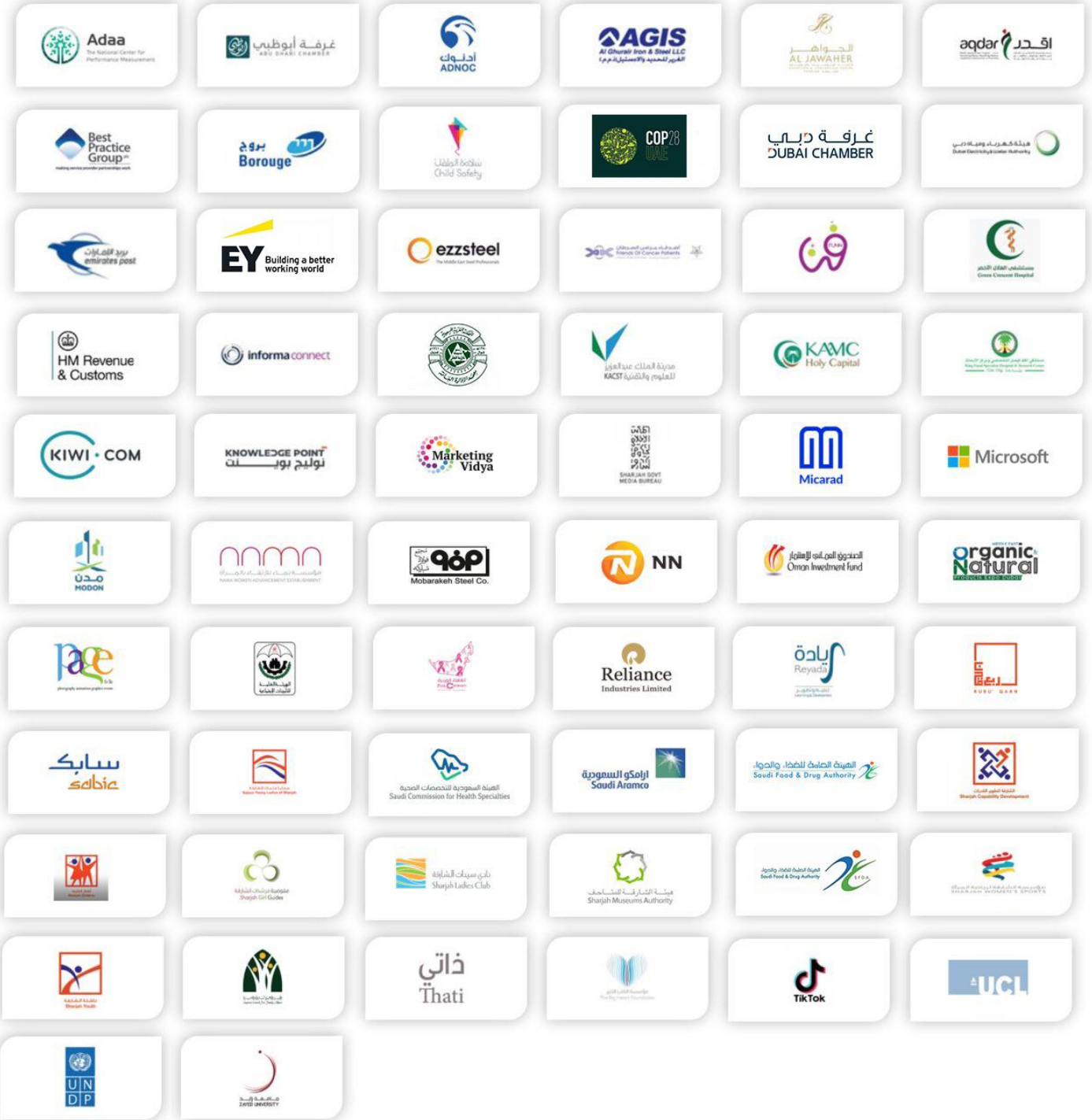
After spending more than two decades in the events industry where he has held several key management positions, James joins Transform Alliance (TA) as the COO and Partner with his many years of personal and professional contacts.

Educated in the USA, James has spent several years in the Middle East where global challenges in economic conditions continue to test even the strongest organisations. Both large established companies and SMEs are facing a variety of challenges as they strive to find growth, stay competitive and innovative, while Governments look to move to a more sustainable level of growth, tighten fiscal discipline and continue diversifying their economies. As the strategy of TA is to assist organisations to transform with the engagement of our global alliances, James believes companies can definitely work to find solutions that will improve their ROI, productivity and retention.

Education, Training and Seminars

- BA Business Management (Honours), Metro College, Denver Colorado, USA
- Balanced Scorecard Practitioner (BSP®), George Washington University, USA
- Key Performance Indicator Practitioner (KPIP®), George Washington University, USA
- Strategic Management Performance Systems, LBL Strategies, USA

Some Of Our Clients



James Meltz
Transform Alliance
Phone : +971 50 6950665
Email : james-meltz@transform-alliance.com

