



Certified Training Officer (CTO): Essential Skills for Effective Training

Course Description:

Training and development professionals are under continuous pressure to offer exceptional training services. The demands of their job can only be fulfilled through an extensive knowledge of the main topics related to the training profession..

The Training Course Will Highlight?

This course will equip participants with practical knowledge for promoting training within their organization, linking training to organizational objectives, analyzing training needs, and selecting internal trainers and external consultants. In addition, the course focuses on different levels of training evaluation and on the competencies required by training professionals.

Training Objective

- Working with people
- Presenting and communicating
- Applying expertise and technology
- Following instructions and procedures
- Planning and organizing

Training Methods

- Working with people
- Presenting and communicating
- Applying expertise and technology
- Following instructions and procedures
- Planning and organizing



Course Outline

- **The strategic framework of training: an overview**
- The role of a training department
- Approaches aligning training with strategy
 - From top down to pulse taking
- Marketing training within the organization
 - Training preparations
 - Guidelines for promotional material
 - Your training announcement template
- Partnering with managers and supervisors
 - The style inventory
 - Planning, preparation, presentation and follow up with managers and supervisors
 - Roles and responsibilities



Course Outline

- **The role of the training professional in TNA**
 - Why identify needs?
 - The training needs assessment process
 - Data collection methods: quantitative and qualitative
 - Advantages and disadvantages of the quantitative and qualitative methods
 - Approaches to identifying needs
 - Workshop: applying training needs assessment
- **Selecting Subject Matter Experts (SMEs)**
 - Qualifications for internal trainers
 - Internal trainer selection process
 - Train the trainer boot camp
 - Feedback and coaching template for internal trainers



Course Outline

- **Hiring a consultant or external trainer**
 - Screening consultants criteria worksheet
 - Proposal evaluation
 - Review of a training proposal
 - Consultant interview evaluation questions
 - Monitoring consultant performance: beginning, during, closing
- **Demonstrating the success of training**
 - Lessons on how to evaluate training
 - The four levels of evaluation
 - Linking evaluation levels with TNA
 - Linking evaluation levels with Instructional Learning Objectives (ILOs)
 - Components of a complete ILO
 - The ROI process model
 - Tabulating program costs
 - Calculating ROI



Course outline

- **Competencies of the training professional**
- Competency defined: the iceberg metaphor
- Competency: components and types
- Strategic and tactical competencies
- Planning and administrative competencies
- Your personal development plan