BLACKBIRD FOR TRAINING

Professional Training Management: Strategies for Success

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Jeddah (KSA)



Professional Training Management: Strategies for Success

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Why This Course

In today's dynamic business environment, learning and development L&D plays a critical role in driving organizational growth, agility, and competitiveness. Effective training management requires more than instructional design — it demands strategic alignment, stakeholder engagement, and the ability to measure real business impact.

The Training Management Excellence program is an intensive 1-week course designed to empower training professionals, L&D leaders, and HR managers with the skills and frameworks to manage the entire training function strategically. Participants will learn to design, implement, and evaluate training programs that align with business priorities, improve performance, and foster a culture of continuous learning.

What You'll Learn and Practice

By joining this program, you will:

- Develop strategic training plans aligned with organizational goals and priorities.
- Conduct comprehensive training needs assessments at multiple organizational levels.
- Design and implement effective, learner-centered training programs.
- Leverage technology and blended learning methods for maximum engagement.
- Evaluate training effectiveness using data-driven ROI and impact metrics.
- Strengthen leadership and communication skills to manage training teams and stakeholders.

The Program Flow

Day 1: Foundations of Training Management

- The evolving role of the training manager in organizational success.
- Structuring and positioning the training function for strategic impact.
- Aligning training and learning objectives with business strategy.
- Managing stakeholders and securing leadership support for training initiatives.
- Workshop: Developing a training function organizational model.



Day 2: Training Needs Assessment and Planning

- Conducting organizational, task, and individual needs analyses.
- Identifying skill gaps and performance issues through data-driven assessment.
- Prioritizing learning initiatives and resource allocation.
- Building comprehensive and actionable training plans.
- Exercise: Creating a training needs assessment TNA toolkit.

Day 3: Instructional Design and Program Development

- Applying adult learning principles and instructional design models ADDIE, SAM, etc..
- Writing measurable learning objectives aligned with performance outcomes.
- Selecting effective delivery methods and developing engaging materials.
- Mapping course curricula for skill progression and impact.
- Workshop: Designing a blended learning program for your organization.

Day 4: Training Delivery and Technology Integration

- Exploring classroom, virtual, and blended learning strategies.
- Implementing e-learning, mobile learning, and microlearning solutions.
- Utilizing Learning Management Systems LMS for tracking and delivery.
- Integrating emerging technologies such as AI and AR/VR in training.
- Case Study: Leveraging digital tools for scalable learning delivery.

Day 5: Evaluation, Measurement, and Continuous Improvement

- Applying Kirkpatrick’s Four Levels of Evaluation and Phillips' ROI model.
- Measuring training impact through data analysis and performance metrics.
- Creating dashboards and reports for leadership and stakeholders.
- Embedding continuous improvement practices into training systems.
- Capstone Project: Designing a training evaluation and improvement strategy.

Individual Impact

- Strengthen your capability to lead and manage the corporate training function.
- Gain practical tools to assess, design, deliver, and evaluate impactful training.
- Develop confidence in managing L&D budgets, teams, and stakeholders.
- Build strategic thinking and data literacy in training management.

Organizational Impact

- Align training initiatives with strategic business outcomes.
- Enhance employee performance, engagement, and capability development.
- Improve ROI on learning investments through measurable impact.
- Build a sustainable learning culture that drives organizational growth.



Training Methodology

This program combines strategic insight with experiential learning to ensure practical application and immediate results. Learning methods include:

- Real-world case studies and scenario-based exercises.
- Interactive workshops on needs assessment, design, and evaluation.
- Group projects and peer collaboration sessions.
- Technology demonstrations and toolkits for modern training management.
- Facilitator feedback and action planning for post-course implementation.

Beyond the Course

Upon completion, participants will be equipped to lead training functions that deliver measurable business impact. They will return ready to:

- Develop strategic training and development frameworks.
- Implement modern learning technologies and blended solutions.
- Measure and report the ROI of learning initiatives.
- Foster a culture of performance, learning, and continuous improvement.

