

Produced By:



Licensed by:

THE KPI INSTITUTE



# CERTIFIED TRAINING PROFESSIONAL

Mastering Excellence: Precision Training for Organizational Impact

ONLINE COURSE

## 2025 EDITIONS:

- > 01 - 05 SEPTEMBER
- > 01 - 05 DECEMBER



This course is presented to you by maentae, the next-generation training provider, in partnership with The KPI Institute. A next-generation educational hub that fuses art, science, and technology to deliver transformative learning experiences. Powered by The KPI Institute, we empower professionals at every career stage to thrive in today's dynamic workplace.

## Key business benefits:

- > Conduct a thorough TNA to identify specific training needs and align them with organizational goals.
- > Develop a well-structured training program that incorporates a variety of learning strategies and activities.
- > Facilitate engaging and informative training sessions that meet participant expectations.
- > Employ a comprehensive evaluation approach to measure the effectiveness of the training program and identify areas for improvement.

## Over the last 20 years, The KPI Institute's team has:

- > Trained over 35,000 professionals.
- > Provided training programs in 60 countries across the globe.
- > Released +400 publications including research reports, whitepapers and posters.



[kpiinstitute.org](https://kpiinstitute.org)



AU: +613 7050 2557 | UAE: +971 55 787 6427 | MY: +60 327 421357 | RO: +40 774 698 693

# Course Overview

The Certified Training Professional course is expertly designed to elevate your skills in talent development and training delivery. You will gain in-depth knowledge and practical experience in conducting thorough Training Needs Analysis (TNA) and audience assessments to tailor programs that meet specific learner needs. The course covers key instructional system design models such as ADDIE and SAM, and develops into essential learning and memory theories to enhance instructional effectiveness. You'll master the art of course design, including the creation of SMART objectives and the development of engaging training materials. Additionally, you'll refine your presentation skills and learn to evaluate training outcomes effectively using methods like Kirkpatrick's four levels and ROI. By the end of the course, you will be equipped to design, deliver, and assess high-impact training programs that drive organizational success and foster professional growth.

## Participants' Profile

### > Learning & Development (L&D) Specialists

Participants will enhance their ability to design, implement, and evaluate impactful training programs. By attending this course, they will stay updated with the latest instructional design models, engage in hands-on practice with diagnostic methods, and join a community of fellow professionals dedicated to elevating learning and development standards.

### > Instructional Design (ID) Specialists

ID specialists will find value in understanding different instructional design models, creating detailed course maps and lesson plans, and applying learning theories to develop robust training programs.

### > Trainers / Facilitators

Trainers and facilitators will benefit from learning how to design engaging training programs, develop effective materials, and utilize various training delivery options to maximize participant engagement and learning outcomes.

### > Human Resources (HR) Professionals and Consultant

HR professionals involved in talent development and management will benefit from understanding how to conduct training needs analysis and develop training programs that support employee growth and organizational goals.

## + Benefits

- > Tailored training programs based on thorough needs analysis and assessments ensure high relevance and impact, leading to improved learner engagement and retention.
- > Mastery of instructional design models and evaluation methods results in training programs that align with organizational goals, boosting overall performance and productivity.
- > Acquiring in-depth knowledge and practical skills in training design, delivery, and assessment equips you to drive organizational success and advance your career with enhanced credibility

## + Learning Objectives

- > Needs Analysis: Conduct a thorough TNA to identify specific training needs and align them with organizational goals.
- > Instructional Design: Utilize proven instructional design models, learning theories, and practical tools to create engaging and effective learning experiences.
- > Program Design: Develop a well-structured training program that incorporates a variety of learning strategies and activities.
- > Delivery: Facilitate engaging and informative training sessions that meet participant expectations.
- > Evaluation: Employ a comprehensive evaluation approach to measure the effectiveness of the training program and identify areas for improvement.

# Course Agenda

## Day 1 - 4h

### Analysis Phase

- 1.1. Introduction to training
- 1.2. Training Needs Analysis (TNA)
- 1.3. Audience Analysis
- 1.4. TNA Implementation

## Day 2 - 4h

### Design Phase

- 2.1. Different models of instructional system design
- 2.2. Bloom Taxonomy
- 2.3. How to do the course map
- 2.4. Theories of learning and memory
- 2.5. Implementation session

### Develop Phase

- 3.1. Is it a training problem?
- 3.2. Course design basics
- 3.3. SMART objectives
- 3.4. Pilot testing "Evaluation of Material"
- 3.5. Games and simulations
- 3.6. Implementation

## Day 3 - 4h

### Implement Phase

- 4.1. Delivery options
- 4.2. Presentation skills
- 4.3. Training style
- 4.4. Wrapping the session
- 4.5. Implementation

## Day 4 - 4h

### Evaluation Phase

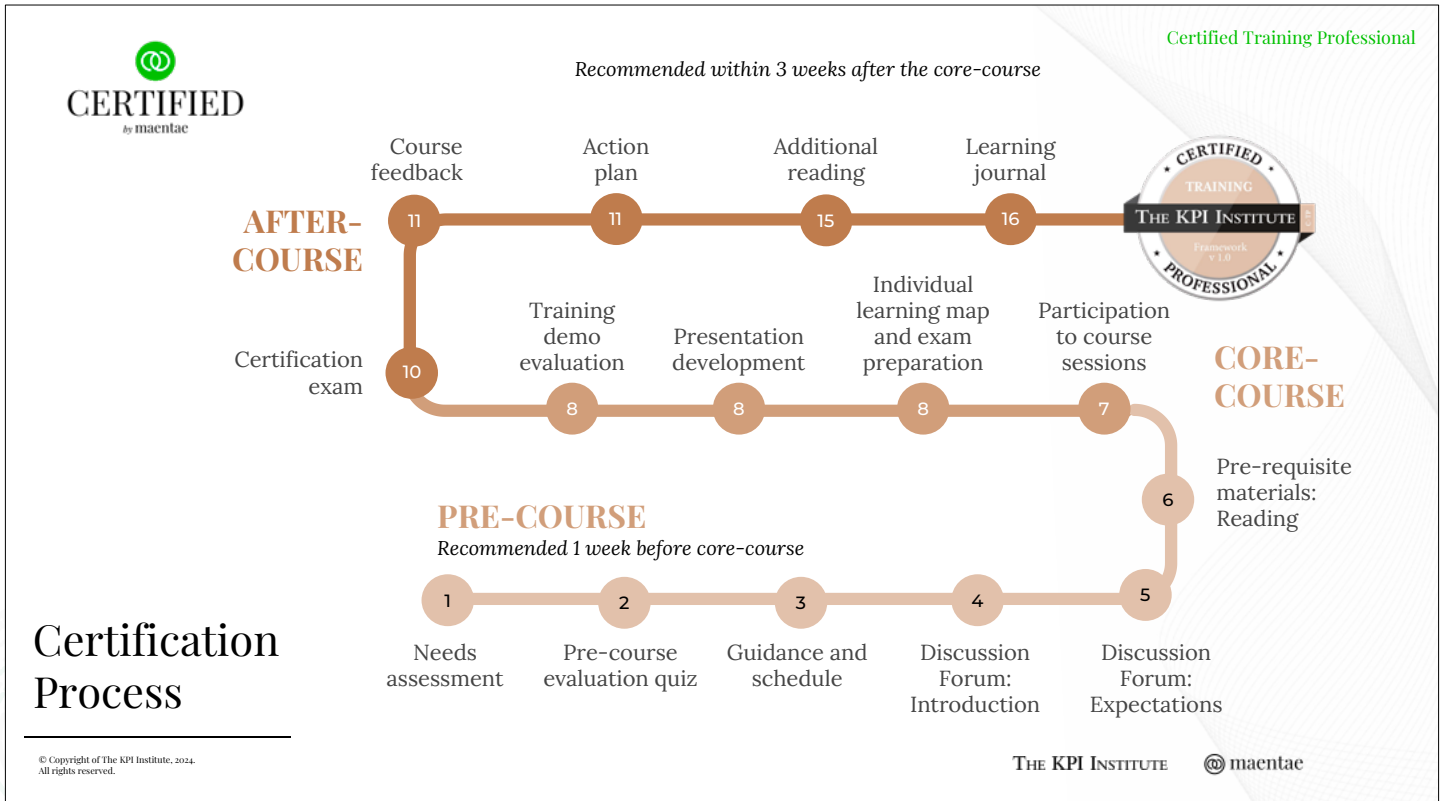
- 5.1. Understanding the purpose of evaluations
- 5.2. Return on Investment vs Return on Expectations (ROI vs ROE)
- 5.3. Evaluation methods
- 5.4. Implementation

## Day 5 - 4h

### Training Demonstration – Evaluation

- 6.1. Demo sessions structure
- 6.2. Rating scorecard
- 6.3. Course closure

# Certification Process



## Certification Rules

The certification process is finalized only when you complete all of the 3 stages of the learning experience. You will receive:

- > Certificate of Completion (soft copy): Upon completing pre-course activities and passing the Online Certification Exam.
- > Certificate of Attendance (soft copy): After participating in the 5-day live session course.
- > Certified Professional Diploma (soft copy): Once you have successfully completed all three stages of the learning experience.

# Educational Resources

## Course materials

- > Course slides;
- > Course notes;
- > Course quiz.

## Premium subscription on smartKPIs.com

- > Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.



## MICRO-CERTIFICATE IN EMPLOYEE PERFORMANCE MANAGEMENT MATURITY ASSESSMENT

This micro-certification course is an additional benefit provided to all participants to upskill professionals in assessing Employee Performance Management Frameworks in organizations. The maturity assessment methodology presented during the course is the proprietary knowledge of The KPI Institute and Global Performance Audit Unit, built on 10+ years of research and practical experience in strategy formulation. Moreover, upon course completion participants can request access to one-time, free of charge, the entire evaluation methodology on the GPA Unit online platform.

Professionals will gain practical experience in identifying the strengths and weaknesses of organizational practices and formulating improvement recommendations in 6 key areas:

- > Performance Planning
- > Performance Measurement
- > Performance Review
- > Performance Recognition
- > Performance Improvement
- > System Governance

## OTHER RELATED MICRO-CERTIFICATES



**Micro-certificate in Strategy Planning Maturity Assessment**



**Micro-certificate in Performance Measurement Maturity Assessment**



**Micro-certificate in Performance Improvement Maturity Assessment**

*NOTE: These three micro-certificates are not offered as part of the Certified Training Professional Program, they can be purchased separately. For more information, [CLICK HERE](#)*

# About Executive Education in Strategy and Performance

The Executive Program in Strategy and Performance is the most complex educational program in The KPI Institute’s portfolio. It is designed for business leaders who are interested in strengthening their skills in strategic planning, performance measurement, data analysis and reporting, and strategy execution in dynamic markets.

Professionals interested in this program, can enroll to obtain one of the following diplomas:

## Postgraduate Diploma in Strategy and Performance

Recommended for Executives and consultants interested in developing an in-depth understanding and experience in Strategy and Performance Management.

- > 3 semesters (18 months)
- > 6 mandatory courses
- > 2 elective courses
- > 1 final practitioner portfolio (36 assignments)
- > 1 Postgraduate Diploma in Strategy and Performance

## Graduate Certificate in Strategy and Performance

Recommended for professionals interested to explore the basic disciplines related to Strategy and Performance Management.

- > 2 semesters (12 months)
- > 4 courses
- > 1 final practitioner portfolio (20 assignments)
- > 1 Graduate Certificate in Strategy and Performance



# Faculty



The KPI Institute retains the authority to designate facilitators for each training course based on business requirements. The TKI Faculty continually expands by incorporating subject matter experts and experienced professionals to guarantee an exceptional experience for our trainees. Consequently, the facilitator assigned to the course may undergo changes prior to the actual delivery date. For information about the appointed facilitator for each session, kindly contact your sales representative or reach out to [office@kpiinstitute.org](mailto:office@kpiinstitute.org).



## Mohamed Khaled Ramadan

Learning and Development Manager The KPI Institute

Expertise: Training program design, E-learning Development, and Leadership & Entrepreneurship Training

# Course Fees



Language	Date	Time zone 1	Time zone 2	Standard Fee
English	> 01 - 05 September	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 1,500
	> 01 - 05 December	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500

# Join as a Group

## Customized Live Online Group Training Programs

The KPI Institute offers Customized Live Online Group Training Programs that provide a perfect blend of research, best-practice and best-in-class instructional design.

Leveraging on our extensive research work, our highly skilled faculty, our expertise in providing customized learning solutions, and our next-generation online technology, our Group learning programs are unique, readily-available learning experiences that deliver results for both your employees and your organization.

This fully customized training solution supports organizations of all sizes, to provide their employees with development opportunities in an efficient, impactful, and cost-effective way.

## Benefits of customized live online sessions

### ► Flexibility and convenience

Participants can learn from anywhere and the course can be scheduled in consecutive days throughout one week or selected days over 2 or more weeks. Participants can access learning materials from anywhere, anytime.

### ► Customized course content

Course content, case studies, and exercises will be customized based on the group's industry or selected functional areas, as well as by assessing current needs and competency development requirements.

### ► Business continuity

You can continue your work, with daily sessions, scheduled for a maximum of 4 hours, to ensure both information assimilation and work-related task completion efficiency.

### ► Virtual collaborative learning

Facilitated inter-company learning is enabled, leading to Virtual Teams Cooperation and Communication, with the help of specialized E-Learning technology.

### ► Cost effectiveness

You will save approximately 40% of your investment when compared to traditional face-to-face in-house solutions, due to the logistical burdens being removed from both customer and contractor.

Customized Live Online Group Courses	Online Live Format	Content details
Certification	5 Days - 4h/Day	Fully customized certification course
Masterclass	3 Days - 4h/Day	75% of the certification course content, selected based on group requirements
Essentials	2 Days - 4h/Day	50% of the certification course content, selected based on group requirements
Awareness Session	4 h	1 or 2 selected sessions from the certification content, depending on the length

Group sizes range from a minimum of 10, to a maximum of 25 participants.

Should you be interested in scheduling a live online Group training course, email us at [office@kpiinstitute.org](mailto:office@kpiinstitute.org) or contact one of the region representatives.

## Online Coaching (up to 4h)

- ▶ One of our consultants and facilitators will be dedicated to help customers individually achieve their business objectives, evaluate current system or tools, and provide feedback on how to improve current strategy, performance measurement, and management practices.
- ▶ Our dedicated coaches are industry, capability, and functional area experts, who will guide the participants.
- ▶ They will work closely with the attendees and help them address their individual areas of improvement.
- ▶ We can assist in providing coaching on all the topics that we cover through our certification programs detailed in this brochure.

\*Live coaching will be provided via conference call. The session scheduling will be established either via email/conference call, for all delegates, or individually between each participant and the facilitator.

\*\*Hours to be accessed when required by scheduling as per customer preference and facilitator availability.

Get in touch with us for a customized quotation

# Registration

## 3 ways to register

### Online

marketplace.kpiinstitute.org

### Direct contact

Call us and we will assist you with the registration process

### Worldwide Delegate

**Alexandru Muntean**  
 Head of Customer Engagement  
 E: alex.muntean@kpiinstitute.com  
 M: +40 747 060 997

### Registration form

Email us with your registration details

## Payment

### Credit card

Pay by credit card using the online facility.

### Bank transfer

1. Send an email containing your contact details and registration request;
2. An email confirmation containing the tax invoice and bank account details will be sent to you;
3. Proceed with the attendance fee payment by bank transfer;
4. Send through email the proof of the payment transaction completion;
5. A tax receipt together with the registration confirmation will be sent to you via email (after the attendance fee payment is confirmed).

Kindly ensure that your payments reflect the Total Amount of the invoice that will be presented to you. It is your responsibility to cover all bank fees due to Telegraphic / Wire transfer.

**Register now and start your journey towards success!**

## Registration form

By filling your contact data, you agree to receive further information about our events. Your privacy is very important to us. We will not sell, rent or share your personal information under any circumstances.

### Participant details:

Mr.  Mrs.

.....  
 First name

.....  
 Last name

.....  
 Job title

.....  
 Email

.....  
 Phone

.....  
 Organization

.....  
 Department

.....  
 Date of training course

.....  
 Training course

.....  
 City

.....  
 Country

### Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, minus \$400 retained for administrative expenditure. The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you are unable to attend the course after the registration process has been completed, you may delegate another person to attend the course in your place, without paying any further fees. If you have confirmed and paid the attendance fee, but you didn't attend the course, the fee will not be refunded. If you only partially attend the course (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

### Terms of Agreement

If there are no other standing agreements, this form represents a valid contract between the parties.

I agree to the above terms and conditions.

.....  
 Signed

.....  
 Date

.....  
 Company stamp

The Customer acknowledges and agrees that all materials provided by The KPI Institute, including but not limited to the live presentations, any audio-visual presentations, and the handout materials distributed pre, during and after the training course, shall at all times remain the sole and exclusive property of The KPI Institute. They cannot be made public, and can only used for the purpose of the individual course participant's benefit. In no event shall the Customer use the live presentations, any audio-visual presentations, and/or the handout materials for any other purpose, including but not limited to the offering of any course, training or seminar that in any manner competes with the course or any portion thereof. This provision shall survive the termination or expiration of this Agreement.



## EUROPEAN DIVISION

### SIBIU OFFICE

Sibiu City Center  
Somesului Street, No. 3, 550003  
Sibiu, Romania  
T: +40 774 698 693

## MIDDLE EAST DIVISION

### DUBAI OFFICE

Quantum Executive Business Center, 13th  
Burlington Tower, Office 1321,  
Business Bay, Dubai, UAE  
T: +971 5578 76427

### RIYADH OFFICE

Ans Ibn Malik  
Al Malqa District, 13521  
Riyadh, Kingdom of Saudi Arabia  
M: +966555215868 T: +966535735292

## SE ASIA DIVISION

### KUALA LUMPUR OFFICE

Wisma UOA II, Unit 14-13,  
Jalan Pinang 21, POBOX 50450,  
Kuala Lumpur, Malaysia  
M: +60 3 2742 1357 T: +60 12 591 1366

## HEADQUARTERS

### MELBOURNE OFFICE

Life.lab Building  
198 Harbour Esplanade, Suite 606  
Melbourne Docklands, VIC 3008, Australia  
T: +613 7050 2557

## WORLDWIDE DELEGATE

Alexandru Muntean  
Head of Customer Engagement  
E: alex.muntean@kpiinstitute.com  
M: +40 747 060 997