

CERTIFIED TRAINING PROFESSIONAL



Jointly awarded by
**ARTDO
INTERNATIONAL
and ITD WORLD**

The Certified Training Professional designation recognizes individuals who complete the CTP Program. ARTDO International and all of its member organizations recognize that those individuals so designated possess the competencies expected of a training practitioner.

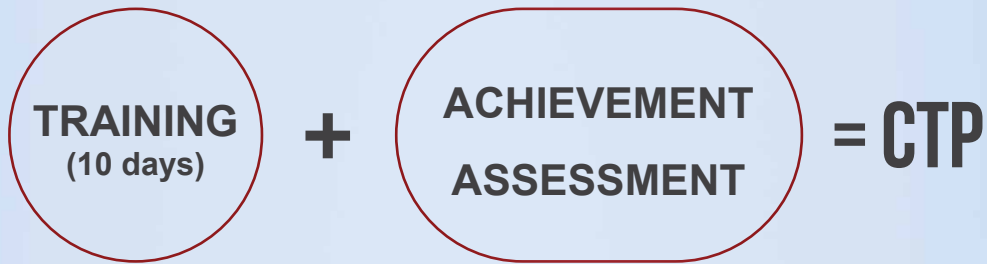
The Certified Training Professional (CTP) Program is offered by the ARTDO International in collaboration with the Institute of Training and Development (ITD). The award is given upon the satisfactory completion of a five-module competency-based skills development program which lasts for ten days and the submission of a set of required certification reports indicating the demonstration and application of the set of training competencies in an actual work-related setting within a ninety day post-training assessment period.

Participants are expected to satisfactorily perform the tasks of a training professional using the set of twenty training competencies specified by ARTDO International & ITD.

MISSION: TRANSFORMING LEADERS AND CHANGING THE WORLD FOR THE BETTER

WHO SHOULD ATTEND?

Training managers, training specialists, design specialists, learning specialist, trainers, facilitators and technical experts who are required to do training. Individuals who see training as a significant part of their work life.



THE CTP PROGRAM

The five modules expand on the well-accepted ADDIE model consisting of Analysis, Design, Development, Implementation and Evaluation.

MODULE 1	ANALYSIS	2 DAYS
MODULE 2	DESIGN	1.5 DAYS
MODULE 3	DEVELOPMENT	1.5 DAYS
MODULE 4	IMPLEMENTATION	3 DAYS
MODULE 5	EVALUATION	2 DAYS

“

The training is wonderful and timely. I have learnt to look at RESULTS BASE. This will help improve my ability to deliver well.

Robert N. George
UN Mission – Liberia (UNMIL)

”



PROGRAM OUTLINE

MODULE 1: ANALYSIS

Competency Focus

- Organizational Awareness
- Analyzing Performance Problems
- Determining Root Cause
- Intervention Selection

Purpose of the Module

- Provides a business-wide strategic perspective to training and development
- Introduces a training process framework as basic for analysis
- Adopt a systematic, measured approach to needs analysis

Module Objectives

- State performance gaps correctly
- Use theoretical tools to determine root causes
- Use four methods of collecting data
- Develop a needs analysis recommendation

Content

Day 1

Morning session

- Overview and introductions
- The Big Picture: Role of L and D in strategy
- Instruction to the Instructional System Design Model
- The phases of Needs Analysis

Afternoon session

- Problem Analysis
- Factors that influence performance
- Needs Analysis
- Verifying root cause

Day 2

Morning session

- Data collection methods
- Table research method
- Interviews and focus groups
- Surveys
- Observation method

Afternoon session

- Job analysis techniques
- Competency mapping
- Identifying competency gaps
- Preparing a training recommendation

MODULE 2: DESIGNING LEARNING - 1.5 DAYS

Competency Focus

- Writing Instructional Objectives
- Job Analysis
- Adult learning theory
- Instructional Strategy

Purpose of the Module

- Provides a template of training design and development
- Explains the step-by-step procedure in training design
- Gives sufficient opportunity for participants to do prototype design
- Encourages creativity in design
- Demonstrate the necessary components of learning outcomes
- Distinguish between learner-centered and trainer-centered considerations

Module Objectives

The participant are expected to gain competencies in:

- Job / task – based curriculum development
- Using a participative method of job analysis
- Using mind-mapping techniques in design
- Writing learning objectives that are always measurable
- Using design parameters

Content

Day 1

Morning session

- Summary of instructional learning – what works in adult learning
- The design process
- Writing performance goals and learning objectives
- Planning the assessment

Afternoon session

- Choosing the course format
- Design parameters and strategies
- Job Instruction design

Day 2

Morning session

- Topic sequencing
- Selecting instructional methods
- Preparing the design matrix
- Formative assessment of the design



PROGRAM OUTLINE

MODULE 3: DEVELOPMENT - 1.5 DAYS

Competency Focus

- Using development tools
- Creating lesson plans and course leader guides
- Preparing instructor-led course materials
- Creating learner-led course materials

Purpose of the Module

- Gain insight into the process of creating course materials
- Create lesson plans consistent with learning theories and principles
- Build active learning activities
- Develop instructions for learner-led courses

Module Objectives

The participants are expected to gain competencies in

- Establishing conditions that are appropriate for adult learners
- Observing the guidelines for session structures
- Develop the suite of instructional elements required for delivering a course
- Use tools for creating learner-led instruction such as e-learning and self-study

Content

Day 1

Afternoon session

- Robert Gagne's Conditions for Learning and 9 Steps of Instruction
- Distinguishing facilitator-led and learner-led instruction parameters
- Facilitator-led course leader guides

Day 2

Morning session

- Working with Power Point to produce presentation slides
- Building a participant manual
- Inserting active learning activities
- Creating learner-led material

Afternoon session

- Introduction to e-learning development tools
- Recording videos on Power Point
- Introduction to web-enabled learning platforms
- Gamification for the millennial learner

MODULE 4: DELIVERING LEARNING - 3 DAYS

Competency Focus

- Presentation skills
- Demonstration skills
- Facilitation skills
- Group management

Purpose of the Module

- Build confidence in delivering a training assignment
- Know how to create a conducive learning environment
- Achieve greater learner engagement
- Handle challenging situations
- Facilitate experiential and group learning activities

Module Objectives

The participants are expected to gain competencies in:

- Preparing for a training assignment
- Running icebreakers and expectation sharing activities
- Conducting an active presentation
- Demonstate a work skill
- Facilitate a structured experiential learning activity

Content

Day 1

Morning session

- Getting ready for training
- What factors influence learner engagement
- The session structures
- Conducting icebreakers and energizers
- Conducting an expectation sharing activity

Afternoon session

- Presentation techniques using Power Point
- Body language and non-verbal messages

Day 2

Morning session

- How is facilitation different from other training skills?
- Process observation skills
- Feedback skills
- Workshop on process observation and feedback

Afternoon session

- Facilitating group activities
- Facilitating role plays
- Facilitating case studies
- Learning summaries and "re-entry"

Day 3

Morning session

- Workshop on facilitation
- Controlling the process
- Handling difficult situations

Afternoon session

- Workshop on facilitation
- Using props and theatricals
- Applications and debriefing

MODULE 5: EVALUATING LEARNING - 2 DAYS

Competency focus

- Evaluation Level Awareness
- Use of Evaluation Instruments
- Summarizing and Reporting

Purpose of the module

- Encourages more depth in the level of training evaluation
- Provides the theoretical basis for training evaluation
- Provides the main distinctions among the different levels of evaluation
- Develops the tools of evaluation

Module objectives

The participants are expected to gain competencies in:

- Developing an evaluation system
- Distinguishing the different levels of evaluation
- Developing evaluation methods and instruments
- Preparing an evaluation report

Content

Day 1

Morning session

- The goals of evaluation
- The dimensions of evaluation
- The process of evaluation
- The measures of evaluation

Afternoon session

- Linking needs assessment, training goals and evaluation
- The levels of evaluation
- Improving on reaction questionnaires
- Improving on knowledge and skills testing

Day 2

Morning session

- Measuring results – transfer of learning to the workplace
- Measuring benefits – impact of training to business goals

Afternoon session

- Translating results and benefits to ROI
- Impact analysis

STUDY RESOURCES

Coaching Support

During the assessment stage, participants may contact their assigned coach electronically by e-mail, video conference, or phone. In addition, there will be scheduled coaching sessions. Overseas participants can participate through virtual video facilities.

E-Learning Support

Participants are given access to CTP module materials and notes including narrated lessons and quizzes so that you can reinforce your class studies at any time.

Resource Guide

Each participant is provided with the ARTDO International-ITD Resource Guide which includes techniques, exercises, designs and tips for trainers. Other books recommended by the course leaders may be found at the ITD Resource Center.

Resource Center

Participants may use the resource center at ITD for discussions, research, use of computers, and access to the internet.

Discussion Sites and Bulletin Boards

Participants and course leaders can continually communicate with one another on-line to exchange notes and share ideas.

COMPREHENSIVE EVALUATION

Each participant will be evaluated at the end of the class sessions and upon submission of the assessment assignments.

a) At the learning level after the CTP Training Program. The progressive assessment for each module will consider participation, post-test results submission of assignments.

b) After the 90 days assessment period, participants will submit the work-based assignments.

The reports will be based specifically on performance against competency criteria. The client organization will be provided with the participant evaluation. Assessment will be 360 degrees with inputs from direct superior, participants/internal/external clients, program facilitators as well as self-assessment by the participant. The Certified Training Professional conferred and recognized by ITD and ARTDO International will be given on the basis of the assessment of completed projects.

ASSESSED COMPETENCIES

Within 90 days from completing the CTP program, the participants are expected to apply the newly acquired competencies to actual on-the-job situations. Each participant will accomplish a formatted report (provided by ITD) which requires the concurrence of their immediate supervisor in the organization.

Analysis Competency

- Complete a NA project and submit a NA report for a work group inclusive of data-gathering instrument used (either self- developed or pre-existing), description of sample population, statistical analysis methods applied, training recommendation

Design Competency

- Submit a design project consisting of self-developed training modules inclusive of linkage with NA recommendation, mind-map, design matrix, training objectives, topic outline, schedule, methods. actual materials, and trainers guide. The module could be new or a re-design of a pre-existing module.

Development Competency

- Submit a development project consisting materials for a self-developed training course inclusive of a course information, course leader guide, participant materials, slides, props and collaterals. The course could be new or a redevelopment of a pre-existing course

Implementation Competency

- Facilitate one (1) training session – either skill or theory
- Demonstrate use of active learning models that are based on multiple modalities and adult learning guidelines.
- Report must be accompanied by an evaluation report from the participants (provided by ITD) in which the trainer / facilitator must receive a general rating average of 7 out of a possible 10.
- Optional submission of video coverage of the sessions conducted

Evaluation Competency

- Conduct and prepare a level 1 report – submit copy
- Conduct a prepare a level 2 report – submit copy
- Conduct and prepare a level 3 report – submit copy
- Design a level 4 evaluation system – submit design

“

The program delivers results and a great ROI for those who are serious about improving the quality of their training. It was a very insightful course for me as it really goes to the heart of what training is all about. The coverage has given me an in-depth knowledge of training in the present environment.

”

Susan Lee
Learning & Development Manager
Vista Point Technologies

CERTIFICATION

1. A Certificate of Achievement for each module will be issued by ARTDO International-ITD upon completion of the 10-day training.
2. Certified Training Professional (CTP) will be awarded by ARTDO International-ITD upon completion of all requirements (in conformance with ARTDO International-ITD competency

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After nine months since the end of the session, I am glad to inform that its impact is visible on the way that the integrated Mission Training Centre carries out its trainings, from analysis to evaluation.

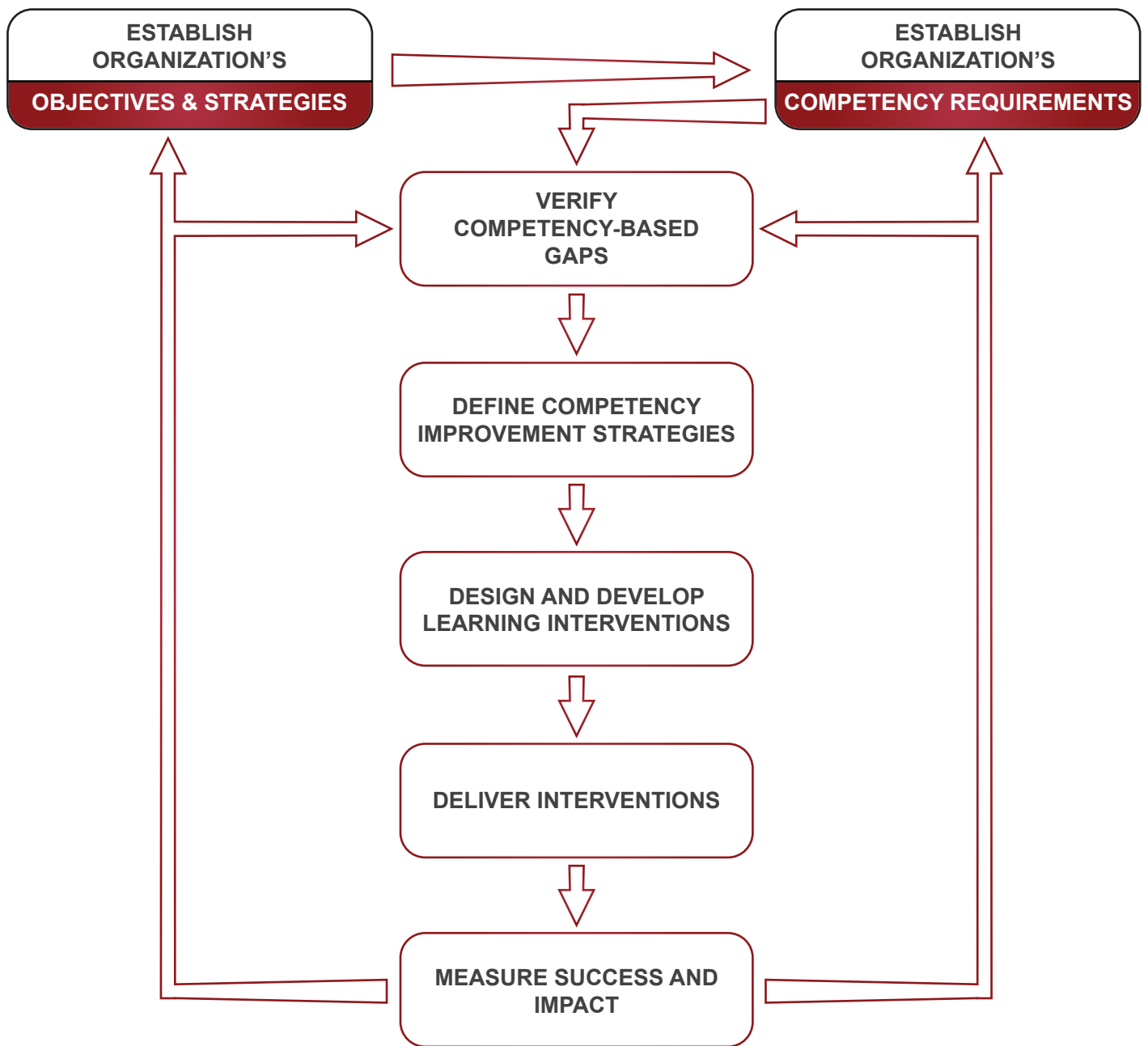
For instance, our Mission-wide training needs assessment exercise became much more comprehensive, and focuses a lot more on the performance problems that we can help to address.

Other than that, there has been a great improvement on the way IMTC trainers design, develop, deliver and evaluate their activities. They definitely have become more professional after the course.

”

Juliana Ribeiro
Acting Chief
Integrated Mission Training Centre

TRAINING MODEL



ENDORSEMENT

“They use the most appropriate approach in conducting CTP training efficiently and effectively. I have gained so much in the 10-day training; especially in the term of ADDIE (Analyze, Design & development, Implementation and Evaluation). I have no doubt in their qualification, potential and skills in delivery CTP program internationally and I can confidently recommend ITD as a solid and reliable supplier, and experts in their field”.

Eunee @ Nur Ainnee Binti Abdullah
Genting Centre of Excellence

“The program delivers results and a great ROI for those who are serious about improving the quality of their training. It was a very insightful course for me as it really goes to the heart of what training is all about”.

Sivalingam Navaratnam
General Manager, Securities Industry Development Corporation, Malaysia

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INTERNATIONAL AWARD & RECOGNITION



Mission

Transforming leaders and changing the world for the better.

Vision

The #1 global leadership development expert.

Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

Competitive Advantage Statement:

ITD World is an award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

Core Activities & Resources:

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

Exclusive Mega Gurus:

Dr. Marshall Goldsmith, Dr. Jack Phillips, Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

Quality Certification, Awards & Publications:

- Winner of the **ARTDO International HRD Excellence Award** in recognition for outstanding contribution to international Human Resource Development
- Bestowed the **Brand Laureate International Award** for the Best Brand in Training.
- Cutting edge books co-authored with the **world's Top Mega Gurus**- "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence," "Becoming an Effective Mentoring Leader" and "The Leader's Daily Role in Talent Management".

Clients:

Intel, IBM, United Nations Missions, American Embassy, Agilent, Dell, Motorola, Nike, First Solar, Accenture, Citibank, Central Bank of Malaysia & Philippines, DHL, Ericsson, OSRAM, Infineon, Siemens, B Braun, Bosch, Beiersdorf, Schneider, TOTAL SA, Saint Gobain, Toyota, Ajinomoto, Samsung Vina, Singapore Press Holdings, Capitaland, PT Telkom, Siam Cement Group, Thaibev Group, CP Group, BaoViet, Sacombank, PetroVietnam, Petron, SM Supermalls, Thai Airways, Philippine Airlines, Shangri-La Hotels, Six Senses Resort, Sheraton, Prudential, AIA, GSK, MSD, Bayer, Johnson & Johnson, Unilever, Nestle, Pepsico.

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