



# WHY CHOOSE THE ARTDO-ITD CTP PROGRAM?

- The CTP Program is the official certification program for trainers and learning professionals offered by ARTDO International through ITD
- The CTP Program has been the certification program of choice for the United Nations Department of Peacekeeping Operations. Numerous UN staffs from all parts of the world have been certified through the CTP over the past five years
- It has received official recognition from the Ministry of Human Resources in Malaysia as one of only a limited number of accredited certification programs for trainers
- The CTP Program has been continuously conducted in various countries since 2003. Participants have come from USA, Germany, China, South Africa, Japan, Netherlands, Ireland, Uganda, Tanzania, Kenya, Indonesia, Singapore, Thailand, Vietnam, Philippines, Malaysia, Sweden, Sudan, Ivory Coast, and many other countries.



“

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

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## WHAT'S NEW IN VERSION 7 OF CTP?

A lot! It is based on the newest version of the ARTDO International Competency Model. Participants to CTP will also benefit from using the latest edition of the CTP Participant Guide, Version 7 CTP Study Guide, and the latest (Second Edition) of Dr. Donald Ford's book Bottom Line Training.

Participants also will receive a collection of valuable tools for just about any activity within a training professional's job scope.

By far the most significant change is the method of delivery. For the first time, CTP will be delivered through blended learning combining three modalities:

- Distance learning with E-learning support
- Face-to-face facilitated learning
- Action learning

The advantages of the blended learning strategy are:

1. It provides more time for participants to learn the subject matter
2. Candidates have more control of their study time
3. The indirect cost of paid training days is substantially reduced
4. There is adequate provision for interaction with facilitators and learners
5. The cost of getting the CTP certification is now more affordable!



# COMPETENCY-BASED LEARNING AND ASSESSMENT

The CTP Program is designed around the ARTDO International Competency Model shown below. Participants will benefit from a variety of focused learning experiences that will raise their proficiency level in workplace learning. The final assessment will consist of real world, work-based projects as evidence of satisfactory mastery of each competency.

## COMPETENCY MODEL



### NEEDS ASSESSMENT

- Organization Awareness
- Job-task Analysis
- Data Gathering
- Interviewing Skills
- Problem Identification
- Performance Awareness

### DESIGN AND DEVELOPMENT

- Writing and Learning Objectives
- Adult Learning Theory
- Content Sequencing
- Learning Strategies and Methods
- Evaluation Planning

### IMPLEMENTATION

- Planning and Management
- Learning Style Awareness
- Group Process Management
- Presentation Skills
- Facilitation Skills

### EVALUATION

- Evaluation Level Awareness
- Use of Evaluation Instruments
- Analysis and Report Writing

“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

# PROGRAM OUTLINE

## MODULE 1: THE LEARNING SPECIALIST IN THE ORGANIZATION

### Competency Focus

- Organizational Awareness
- Performance Awareness
- Training Process Awareness

### Purpose of the Module

- Provides a business-wide strategic perspective to training and development
- Introduces participants to adult learning theories and principles
- Introduces the training process framework as basis for skill development

### Module Objectives

- Develop an HRD strategy map
- Given a case study, develop an HRD scorecard
- Provide examples of applied adult learning theory
- Identify the elements of the training cycle

### Content

- Overview and introductions
- Expectations of participants
- Organizations as systems
- High performance cause-and-effect linkages
- The learning specialist within the organization
- Understanding performance
- The training process
- ARTDO training competencies

## MODULE 2: NEEDS ASSESSMENT AND ANALYSIS

### Competency Focus

- Job Analysis
- Data Gathering and Analysis
- Questioning and Listening
- Problem Identification

### Purpose of the Module

- Provides a realistic needs analysis approach
- Provides a how-to approach to needs analysis
- Provides a faster needs analysis procedure
- Participants are provided with enough practice sessions on the 'how-to's
- Develops your credibility among managers in your organization

### Module Objectives

This workshop enables participants to develop competencies in:

- Planning a needs analysis system
- Performing job/task analysis
- Designing survey questionnaires
- Conducting performance related interviews
- Conducting focus groups
- Determining causes and solutions for job performance problems
- Determining the cost-benefits of training

### Content

- The purpose for TNA
- Analyzing performance problems
- Data gathering techniques
- Data gathering tools
- Making a TNA project design
- Sources of data session
- Preparing for a TNA interview
- Conducting the TNA interview
- Questioning and listening skills
- Role playing exercises
- Job analysis techniques
- Competency mapping
- Identifying performance gaps
- Preparing a training



## MODULE 3: DESIGNING LEARNING

### Competency Focus

- Writing Training Objectives
- Job Analysis
- Training Methods
- Training Resources
- Planning and Scheduling recommendation

### Purpose of the Module

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

### Module Objectives

The participants 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 using the PCS format
- Writing learning objectives that are always measurable
- Using design parameters
- Using a design matrix
- Designing training programs with immediate back-on-the-job use

### Content

- Differentiating affective, skills and cognitive objectives
- The DACUM method of curriculum development
- Differentiating learner-centered vs. trainer-centered objectives
- Mind-mapping for creative design
- Exercises in objectives writing
- The PCS format of writing objectives
- Skill session planning vs. theory session planning
- Workshop on session plan design
- Skill task breakdown
- The design matrix
- Active learning guidelines for design
- Steps in training session design
- Presentations of output

## MODULE 4: DELIVERING LEARNING

### Competency Focus

- Training Logistics
- Learning Style Awareness
- Group Management
- Presentation
- Demonstration
- Facilitation

### Purpose of the Module

- Provides a theoretical base for adult learning strategies
- Provides strategies for re-designing training programs to suit adult learners
- Introduces strategies built around the multiple modalities model
- Reinforces the active learning principle
- Provides a how-to approach to designing adult learning sessions
- Participants are given sufficient practice sessions and feedback on adult instructional design including re-design of existing programs

### Module Objectives

The participants are expected to gain competencies in:

- Applying adult learning theory and principles
- Motivating adult learners
- Setting conditions that are appropriate for adult learners
- Using learning strategies that are effective for adults
- Deliver training sessions around adult learning principles and methods

### Content

- How adults learn
- Learning modalities and styles
- Experiential learning approaches
- Alternatives to lecturing- active learning methods
- Practical opening exercises and ice breakers
- Skill practice sessions
- Obtaining full participation
- Making your lectures more effective
- Preparing for an active learning session
- How is facilitation different from other training skills?
- Tips for developing rapport
- Structured learning activities
- Giving and receiving feedback
- Facilitation skills
- Workshop on facilitation
- Controlling the process
- Handling difficult situations
- Using props and theatricals
- Applications and debriefing

# PROGRAM OUTLINE

## MODULE 5: EVALUATING LEARNING

### 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

- The goals of evaluation
- The dimensions of evaluation
- The process of evaluation
- The measures of evaluation
- Making your lectures more effective
- Measuring results - transfer of learning to the workplace
- Translating results and benefits to ROI
- Measuring benefits - impact of training to business goals
- Linking needs assessment, training goals and evaluation
- The levels of evaluation
- Improving on reaction questionnaires
- Improving on knowledge and skills testing



# SPEAKER PROFILE



## Mario del Castillo, PhD.

- Experienced trainer and instructional materials developer
- Past President of PSTD and ARTDO
- Senior Consultant for ITD
- Head course developer for the Certified Training Professional Program (CTP) and the Certificate in Courseware Development (CCD)



## Serely Geraldine Alcaraz

- Country Head of ITD Consulting Group, Manila
- Top Master Trainer of The Heart of Coaching, John Maxwell programs, Dale Carnegie courses and Development Dimensions International programs
- Extensive experience in international HRD and has delivered learning and development solutions to many of the world's leading companies
- Master in Management (MBA) from Asian Institute of Management and Bachelor of Science in Psychology and Bachelor of Science in Commerce Major in Human Resource Development from St. Scholastica's College
- Past President of the Philippine Society for Training and Development (PSTD)
- Past Director & Officer of People Management Association of the Philippines (PMAP)
- Vice President of ARTDO International

## PROGRAM INVESTMENT

Early Bird Rate: PHP 90,000 + VAT  
 Regular Rate: PHP 95,000 + VAT

### Inclusions:

1. E-learning tools
2. Virtual classes for online course
3. Meals during face-to-face meetings
4. CTP Study Guide and Manuals
5. Donald Ford's Bottomline Training book

## PROGRAM STRUCTURE

Learning Phase	Learning Modality	2019 Schedule
CTP Preview and Orientation	2-hour session	1st Week of June
Module 1 The Learning Specialist in the Organization	e-Learning	2nd Week of June
Module 2 Needs Assessment and Analysis	e-Learning	
Module 3 Designing Learning	2-day workshop	24th – 25th July
Module 4 Delivering Learning	3-day workshop	7th – 9th August
Module 5 Evaluating Learning	e-Learning	4th Week of September

GUIDED ASSESSMENT PHASE	
Needs Assessment Project Design and Development Project Delivery Project Evaluation Project	90 days

To reserve, please contact:  
**ITD Consulting Group, Inc.**  
 1108 11/F 88 Corporate Center  
 141 Sedenor Valero Sts.  
 Salcedo Village, Makati City

Tel no. : +632 887 7428  
 E-mail : itdmanila@itdworld.com

## ITD GLOBAL CENTRES OF EXCELLENCE:

U.S.A.  
ITD U.S.A.  
Tel: +480 545 2878  
E-mail: itdusa@itdworld.com

SINGAPORE  
ITD INTERNATIONAL PTE LTD  
Tel: +65 9737 5109 | Fax: +65 6223 6521  
E-mail: itdsg@itdworld.com

MALAYSIA  
ITD PENANG (Head Office)  
Tel: +604 228 3869 | Fax: +604 228 6869  
E-mail: itdpg@itdworld.com

ITD KUALA LUMPUR  
Tel: +603 6203 3880 | Fax: +603 6203 3830  
E-mail: itdkl@itdworld.com

THAILAND  
INTERNATIONAL ITD LTD  
Tel: +662 116 9336 to 7  
E-mail: itdbkk@itdworld.com

VIETNAM  
ITD VIETNAM  
Tel: +84 28 38 258 487 | Fax: +84 28 3825 8483  
E-mail: itdhcmc@itdworld.com

PHILIPPINES  
ITD CONSULTING GROUP INC  
Tel: +632 887 7428 | Fax: +632 844 8874  
E-mail: itdmanila@itdworld.com

CAMBODIA  
ITD-LDC (LEADERSHIP DEVELOPMENT CENTRE)  
Tel: +855-23 555 0505 | Fax: +855-23 224 598  
E-mail: itdcambodia@itdworld.com

INDONESIA  
ITD-GLC (GLOBAL LEADERSHIP CENTER)  
Tel: +6221 2930 8710 | Fax: +6221 2930 8747  
E-mail: itdjakarta@itdworld.com

## 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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