BLACKBIRD FOR TRAINING

Certified Training and Development Professional Program

16 – 20 November 2026
Amsterdam (Netherlands)

UK Traininig
PARTNER



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Why This Course

Effective training and development are essential for building capable, adaptable, and high-performing teams. Organizations that invest in structured learning programs are better positioned to close skill gaps, improve performance, and support long-term growth.

This intensive 1-week program is designed to equip professionals with the full set of skills required to plan, design, deliver, and evaluate impactful training initiatives. It combines proven learning principles with practical application, enabling participants to create engaging programs that deliver measurable results in real workplace environments.

What You'll Learn and Practice

By joining this program, you will:

- Conduct structured training needs assessments to identify real skill gaps.
- Design learner-focused training programs aligned with organizational goals.
- Deliver engaging and interactive training sessions with confidence.
- Evaluate training effectiveness and measure return on investment.
- Apply adult learning principles to improve retention and application.
- Address common challenges in training design and delivery.

The Program Flow

Day 1: Foundations of Training and Development

- Understanding the role of training in organizational performance.
- Exploring adult learning theories and how they influence design.
- Reviewing the end-to-end training and development process.
- Aligning training initiatives with business objectives.

Day 2: Training Needs Assessment

- Identifying training needs using structured methods.
- Conducting gap analysis to highlight performance issues.
- Prioritizing training requirements based on business impact.
- Writing clear and measurable learning objectives.



Day 3: Instructional Design and Program Development

- Applying instructional design models to structure training programs.
- Selecting appropriate delivery methods for different audiences.
- Developing effective and engaging training materials.
- Integrating technology into training design.

Day 4: Training Delivery and Facilitation

- Building strong presentation and facilitation skills.
- Managing group dynamics and encouraging participation.
- Handling challenging situations during training sessions.
- Adapting delivery techniques to suit diverse learners.

Day 5: Training Evaluation and ROI

- Applying structured evaluation models to measure effectiveness.
- Designing tools to collect meaningful feedback and data.
- Calculating the value and impact of training initiatives.
- Improving training programs through continuous evaluation.

Individual Impact

- Strengthen your ability to design and deliver effective training programs.
- Improve your confidence as a trainer and facilitator.
- Enhance your analytical skills in evaluating training outcomes.
- Build a structured approach to learning and development.

Organizational Impact

- Improve employee performance through targeted training initiatives.
- Ensure training programs align with business priorities.
- Increase the effectiveness and value of learning investments.
- Support a culture of continuous development and improvement.

Training Methodology

This program focuses on practical, hands-on learning through:

- Interactive workshops and group discussions.
- Real-world case studies and training scenarios.
- Practice sessions for design and delivery.
- Tools and templates for immediate application.



Beyond the Course

By the end of this program, participants will be equipped with the tools and confidence to manage the full training cycle effectively.

They will return ready to:

- Design structured and impactful training programs.
- Deliver engaging learning experiences.
- Measure and demonstrate training effectiveness.
- Continuously improve learning initiatives within their organization.

This course enables professionals to transform training into a strategic function that drives performance, capability development, and long-term success.

