

Building Tomorrow's Trainers

Who will benefit?



Behavioral/
Leadership Trainer



HR
Professional



Technical Trainer



Learning
Organization
builder



LMS Architect



Budding Trainer



Think tank

5 –Week TTT (*Train The Trainer*) Certification Course

Offered by Indian Society for Training and
Development (ISTD) & Madras Management
Association (MMA)

Starting 4th FEB, 2023. 5 consecutive Saturdays
(Feb-4th, 11th, 18th, 25th & Mar 4th)

9.30 AM to 5.30 PM

Venue: MMA Management Center

(Madras Management Association- Management Center)

New No. 240, Pathari Road, Off Anna Salai, Chennai – 600 006.

QR Code for Location:



Why is this a 'Career essential' for any professional ?

Shelf-life of Skills: Research indicates that the shelf life for skills may be five years or less. We are in a cycle of near constant up-skilling and reskilling of the workforce. Train the trainer programs equip trainers and instructional designers with the skills they need to provide the best learning experience to employees. L&D professionals must keep their knowledge and skills updated to stay relevant and ensure their work creates desired impact.

Art of Engagement: Delivering effective and engaging employee training is an art and a science. Training is a process that begins well before the training course itself and extends beyond the close of it.

Choosing the right Facilitator: Instrumental to the success of a train the trainer program is selecting the correct person to act as the facilitator. This person must not only be an expert on the content and on designing training, but also must be well-respected, experienced, patient, and passionate. Train the trainer facilitators also need to have strong leadership skills, communication capabilities, exceptional listening skills, and emotional intelligence, according to the Talent Body of Knowledge.

Adult Learning principles: In addition to these interpersonal skills and their subject matter expertise, trainers need to understand adult learning principles and be able to engage learners. Train the trainer course participants also may receive information on ways to harness the technology that is critical to how we work and learn today.

Impactful designing: To have the desired impact during a train the trainer program, trainers will design a course with material that matters to the learner. But behavior change goes beyond the learner themselves, the ecosystem in which the learner works is also a factor in behavior change. Is the manager supportive? Is there an opportunity to practice what one has learned? Further, the trainer must understand why training makes an organizational impact.



ESSENTIAL

ROI of this TTT course

You will expand Organization's Training capability:

A train the trainer model expands an organization's training capacity. This can save money on external trainers, up skill an organization's staff more quickly, and lead to consistency in training. The train the trainer process also promotes peer-to-peer learning. Finally, an internal SME-turned trainer understands the organization's culture and potential roadblocks the learner may encounter when trying to practice the new learning on the job.

Your will be an Internal Consultant:

For the initial expert trainer, who now has a cadre of other trainers, the freed-up time can be used to serve as a business consultant on other departmental development needs, thus adding value to the entire organization.

You will become an effective 'idea seller':

Taking part in a train the trainer program also might be a stretch goal for some employees, helping them share information on a topic they love. They can serve as a resource post-training, either to the course participant or to that individual's manager, by offering guidance on how to put the learning to practice, such as via a learning plan.



Training Pedagogy

The training will be experiential with a combination of instructor led training and case study presentations.



Evaluation

The participants will be evaluated based on a presentation that enables them to implement all that they have learnt during the training and when observing others training. The evaluation of this presentation would be by a panel of industry experts/senior corporate trainers.



Certification

ISTD –MMA Joint Certificate would be presented to the participants who successfully complete the course by attending a minimum of 4 days out of 4 ½ days.

8 Modules (3 ½ hours each) –At a glance

Module	Contents	Module	Contents
Stakeholder Management& OD Consulting skills	<ul style="list-style-type: none"> Establish rapport with stakeholders Build trusted relationships with stakeholders Social styles and how they apply to your conversations Handling difficult conversations 	Measuring Learning Impact (Learning Transfer on the Job / Effectiveness Tracking & Measuring/ ROI)	Why do we need to measure? <ul style="list-style-type: none"> What and how to measure? When to measure? How to build a business case?
Learning process & TNA	<ul style="list-style-type: none"> Learning stages Adult principles of learning Learning styles 	L&D Analytics	Introduction to learning analytics <ul style="list-style-type: none"> Descriptive and predictive analytics Data visualisation and interpretation Storytelling/Presentation with Data
Training content & Design	<ul style="list-style-type: none"> Module Design Instructional design Creating Lesson plans Alternate Learning Solutions 	Learning technology & Digital fluency	<ul style="list-style-type: none"> Digital mindset Introduction to Artificial Intelligence and Machine Learning (AI & ML) Beating digital supremacy by 'differentiating Facilitator skills & knowledge'
Facilitation skills	What is facilitation? <ul style="list-style-type: none"> Session preparation Session delivery Session closure Faculty enablement 	Art of Story telling	<ul style="list-style-type: none"> Crafting and building stories through narratives Triggering emotional responses What criteria to make your story more engaging to build the connections Learning the neuroscience of story telling

Action Learning, Projects & Ceremony

Action Learning Projects Presentation, Assessments & Certification Ceremony

Facilitators' Profile



Mr. Nakkeeran.T
Course Director

CEO, Avantgarde Management
Consultancy Services



Mr. Sridhar Ganesh

Leadership Development Mentor
and Executive Coach.



Dr. R. Karthikeyan

Founder & MD of Gemba
Management Consulting P Ltd.,



Mr. Hariharan .K

Film Maker & Director.



Dr. Sujatha Muthanna
Nuchimanyanda Ph.D.,

Head, Learning Advisory,
Strategic Consulting, Infosys
Limited.



Dr. Rajkumar. VP

Group CHRO, IG Petrochemicals
Limited, Mumbai.



Mr. Ashwin Sadashiva Kumar

Senior Vice President, Learning
and Campus Head, Virtusa,

Registration & Fee Details

Course Fee

ISTD & MMA

Members:

Special discounted fee: Rs.17,500/- inclusive of GST

For Others:

Members:

Rs.19,500/- (inclusive of GST)

The above fee includes – Course kit, Study material, Examination Fee, Certificate, Lunch, Snacks.

Bulk nominations with 5 or more participants - can avail a special discount of 15%

Mode of Registration & Payment of Course Fee

For MMA Members

For registration pls send a mail with participant details to [mma@mmachennai.org](mailto:mmachennai.org) or contact
Gp Capt Dr R Venkataraman (944470068)
or Mr Vinoth on 6374603433.

- ✓ Prior registration is necessary.
- ✓ For registration, please mail us the details of participants, with name, designation/profession, organization's name, full address with email and mobile numbers.

For Others delegates & ISTD Members

Mode of Payment for ISTD Members–

You can make payment either Online / Credit Card/ Debit Card/ Cheque/DD.

➤ **For payment by Cheque/DD:**

Drawn in favour of 'Indian Society for Training and Development, Chennai Chapter', payable at Chennai, to be couriered or hand delivered to

'Indian Society for Training & Development (ISTD), Chateau D' Ampa, 4th Floor, No.37, Nelson Manickam Road, Aminjikarai, Chennai – 600 029. Phone: 044-43575766; Mobile: 98407 17471.

E.mail: contactus@istdchennai.org

➤ **For Online Payments:**

Bank Details: ICICI Bank, Nelson Manickam Road Branch, Chennai – 600 029.

Account No: 027601002106.

IFSC: ICIC0000276.

ISTD GST: 33AAAT10450L1ZX.

Contact personnel:

For Others & ISTD Members: Mr. T.C. Sivasankaran (from ISTD)- Mobile: 98407 17471.;

For MMA Members: Gp Capt Dr R Venkataraman (944470068) or Mr Vinoth on 6374603433.