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HUMAN RESOURCES AND TRAINING

# Certified Training Manager

Course code: HRT-034

## SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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## — Workshop Overview

Training managers play a critical role in building organizational capability, improving employee performance, and aligning learning strategies with business objectives. However, effective training management requires more than delivering courses—it demands strategic planning, needs analysis, program design, budgeting, and impact evaluation. This programme is designed to equip training professionals with the full skill set required to manage a modern Learning & Development function. It focuses on transforming training departments into strategic learning units that deliver measurable business value. Participants will gain practical tools to plan, implement, manage, and evaluate training programs effectively, while ensuring alignment with organizational goals.

### Why Attend

This programme uses a practical, management-focused approach:

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Real-world L&D and training management case studies

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Interactive workshops and group exercises

### Who Should Attend

Training Managers and L&D Managers  
HR and Learning & Development Professionals  
Senior Trainers and Instructional Designers  
HR Business Partners  
Department Managers responsible for staff development  
Professionals moving into training management

## — Learning Objectives

- Understand the role of a modern training manager
- Develop strategic training and learning plans
- Conduct effective training needs analysis (TNA)
- Design and manage training programs and curricula
- Manage training budgets and resources efficiently
- Evaluate training effectiveness and ROI
- Align learning strategies with business objectives

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## Course Outline

DAY  
1

### Role of the Modern Training Manager

- Evolution of training management
- Strategic role of L&D in organizations
- Responsibilities of a training manager
- Aligning training with business goals
- Overview of the training lifecycle
- Key success factors in training management

DAY  
2

### Training Strategy and Needs Analysis

- Developing a training strategy framework
- Organizational learning needs assessment
- Training needs analysis (TNA) methods
- Prioritizing learning interventions
- Aligning training with competency frameworks
- Practical exercise: designing a training plan

DAY  
3

### Training Program Design and Development

- Instructional design principles
- Structuring training programs and curricula
- Selecting learning methods and formats
- Designing blended learning solutions
- Developing training content and materials
- Case study: training program development

DAY  
4

### Training Delivery Management and Resources

- Managing training delivery processes
- Trainer selection and performance management
- Training logistics and coordination
- Budgeting and cost control in L&D
- Vendor and external training management
- Practical workshop: training operations planning

DAY

5

## Training Evaluation and Performance Impact

- Training evaluation models (levels of evaluation)
- Measuring learning effectiveness and ROI
- Linking training to performance improvement
- Continuous improvement in training systems
- Reporting training outcomes to management
- Final case study and action planning

## — Upcoming Classroom Dates

| DATE                  | LOCATION                | FEE    |
|-----------------------|-------------------------|--------|
| 5 - 9 October 2026    | London - United Kingdom | €2,125 |
| 16 - 20 November 2026 | Barcelona - Spain       | €2,125 |
| 7 - 11 December 2026  | Amsterdam - Netherlands | €2,100 |
| 21 - 25 December 2026 | London - United Kingdom | €2,100 |
| 11 - 15 January 2027  | Munich - Germany        | €2,125 |
| 8 - 12 February 2027  | London - United Kingdom | €2,100 |
| 8 - 12 March 2027     | Amsterdam - Netherlands | €2,125 |
| 12 - 16 April 2027    | Paris - France          | €2,250 |

## — Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact [info@sparktraining.eu](mailto:info@sparktraining.eu) or +31 85 115 0004.