



MASTER CERTIFIED TRAINER (MCT) BROCHURE





PROGRAM SUMMARY

Presentations are tools that can be used as lectures, speeches, reports, and more. It is mostly presented like before an audience.

The Master Certified Trainer Program (MCT) is an elite trainer development initiative designed to create significant impact. This distinguished program elevates trainers beyond the standard level, empowering them not only to deliver exceptional training sessions but also to expertly design training materials tailored to their audience's needs and aligned with learning objectives.

Our program is modular and highly practical, grounded in a hands-on experiential learning methodology. It comprehensively covers every

aspect of the training process, from instructional design and training preparation to planning, setting the optimal training environment, and developing effective training materials. Participants will also refine their presentation and communication skills, master the art of facilitation, evaluate learning outcomes, and deliver impactful training sessions.

This holistic approach ensures that our trainers are equipped with the skills and knowledge necessary to excel and lead in the field of professional training.

By the end of this program, you will possess the advanced skills and confidence needed to design and deliver impactful training sessions and earn the prestigious Master Certified Trainer credential from the Chartered Management Institute (CMI) in England.



WHO SHOULD ATTEND?

THIS PROGRAM IS IDEAL FOR:



Executive Trainers: Those who deliver high-impact training sessions and wish to enhance their skills and achieve the prestigious Master Certified Trainer credential and enhance their career prospects.



Training Managers: Professionals responsible for designing and implementing training programs within their organizations.



Leadership Coaches: Coaches who want to incorporate advanced training techniques into their practice.



Learning and Development Professionals: Individuals looking to deepen their expertise in training preparation and delivery.



BENEFITS OF ATTENDING

FOR THE TRAINER:

- ▶ **Enhanced Skills:** Gain advanced training design and facilitation skills that set you apart as an expert trainer.
- ▶ **Increased Credibility:** Attain the Master Certified Trainer credential, enhancing your professional standing and marketability.
- ▶ **Career Advancement:** Open up new opportunities for career growth and higher-level training roles.
- ▶ **Professional Network:** Connect with other executive trainers and industry experts, expanding your professional network.
- ▶ **Personal Growth:** Engage in reflective practices and continuous improvement, leading to personal and professional development.

FOR THE ORGANIZATION (IF APPLICABLE):

- ▶ **Improved Training Outcomes:** Implement advanced training techniques that lead to more effective and impactful training sessions.
- ▶ **Higher ROI:** Demonstrate the return on investment of training programs through improved performance and measurable outcomes.
- ▶ **Enhanced Employee Engagement:** Develop training programs that engage and inspire employees, leading to increased satisfaction and retention.
- ▶ **Competitive Advantage:** Stay ahead of industry trends and best practices, positioning your organization as a leader in training and development.

MODULE BREAKDOWN

Day 1: Advanced Training Design and Curriculum Development

Objective: To master the skills needed to design comprehensive and impactful training programs that meet diverse learner needs and align with organizational goals.

Key Takeaways:

- Understand adult learning theories and principles to tailor training for maximum impact.
- Conduct thorough needs assessments and gap analyses to identify training requirements.
- Develop clear and measurable learning objectives and outcomes.
- Structure and sequence content effectively to facilitate learning progression.
- Integrate multimedia and interactive elements to enhance engagement and retention.

Key Topics:

- Adult Learning Theories: Exploring theories such as Andragogy, Transformative Learning, and Experiential Learning.
- Needs Assessments: Methods for identifying training needs and gaps.
- Learning Objectives: Crafting PACT (Purposeful, Actionable, Continuous, Trackable)
- Content Structuring: Techniques for organizing content logically and coherently.
- Multimedia Integration: Best practices for using videos, animations, and other multimedia elements.



Day 2: Mastering Facilitation Techniques

Objective: To enhance facilitation skills for leading dynamic and engaging training sessions that cater to various learning styles and promote active participation.

Key Takeaways:

- Apply advanced facilitation strategies to engage and motivate diverse audiences.
- Manage group dynamics effectively to foster a collaborative learning environment.
- Utilize storytelling to make content relatable and memorable. Employ effective questioning techniques to stimulate critical thinking.
- Handle difficult participants and challenging situations with confidence and tact.

Key Topics:

- Advanced Facilitation Strategies: Techniques for engaging different types of learners.
- Group Dynamics: Understanding and managing team interactions and conflicts.
- Storytelling: Crafting and delivering impactful stories that resonate with learners.
- Questioning Techniques: Using open-ended, probing, and reflective questions to deepen understanding.
- Managing Difficult Participants: Strategies for addressing disruptive behaviors and maintaining a positive atmosphere.





Day 3: Engaging Training Delivery Methods

Objective: To explore and apply advanced delivery methods that enhance participant engagement, learning retention, and overall training effectiveness.

Key Takeaways:

- Utilize technology and multimedia tools to create interactive and immersive training experiences.
- Deliver effective virtual training sessions that maintain high levels of engagement.
- Incorporate hands-on activities and simulations to reinforce learning.
- Implement blended learning approaches that combine online and offline elements.
- Adapt delivery methods to cater to different learning preferences and environments.

Key Topics:

- Technology and Multimedia: Leveraging digital tools for interactive learning.
- Virtual Training: Best practices for delivering engaging online sessions.
- Hands-On Activities: Designing and facilitating practical exercises and simulations.
- Blended Learning: Combining various instructional methods for a comprehensive approach.
- Learning Styles: Adapting delivery to meet the needs of visual, auditory, and kinesthetic learners.



Day 4: Evaluation and Continuous Improvement

Objective: To explore and apply advanced delivery methods that enhance participant engagement, learning retention, and overall training effectiveness.

Key Takeaways:

- Design effective evaluation tools and methods to measure training impact.
- Analyze feedback and assessment data to identify strengths and areas for improvement.
- Implement continuous improvement processes based on evaluation results.
- Use metrics and data to demonstrate the return on investment (ROI) of training programs.
- Develop best practices for post-training follow-up and support to reinforce learning.

Key Topics:

- Evaluation Tools: Creating surveys, quizzes, and other assessment instruments.
- Data Analysis: Techniques for interpreting evaluation data and identifying trends.
- Continuous Improvement: Strategies for making iterative enhancements to training programs.
- Training ROI: Calculating and communicating the value of training to stakeholders.
- Post-Training Support: Methods for providing ongoing support and reinforcement.





Day 5: Personal Development and Mastery

Objective: To focus on personal development strategies that enhance overall effectiveness as a Master Certified Trainer, fostering a growth mindset and continuous professional growth.

Key Takeaways:

- Develop a personal brand as a trainer that reflects your unique strengths and values.
- Create a professional development plan to pursue ongoing learning and skill enhancement.
- Build and leverage professional relationships and networks to support your career.
- Engage in self-reflection practices to identify and address areas for personal growth.
- Prepare for the Master Certified Trainer assessment and achieve certification.

Key Topics:

- Personal Branding: Defining and communicating your unique value as a trainer.
- Professional Development: Strategies for lifelong learning and career advancement.
- Networking: Building and maintaining a strong professional network.
- Self-Reflection: Techniques for self-assessment and growth.
- Certification Preparation: Tips and strategies for successfully completing the Master Certified Trainer assessment.



DURATION:

- **Face to Face:** 4 Full Days (30 Training Hours)
- **Virtual:** 10 Half Days (30 Training Hours)



ABOUT US:

Growth Coaching Academy is at the forefront of empowering professionals with the essential soft skills needed in today's fast-paced work environment. Our mission is to unlock the potential within each employee and manager, fostering an atmosphere of growth, efficiency, and enhanced interpersonal dynamics. Specializing in a wide array of soft skills training we equip your team with the tools necessary for impactful leadership, effective communication, peak performance, compelling presentation skills, among others.



CONTACT INFORMATION

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