Strategic Learning and Development Leadership Training Course

07 - 11 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #HR8265_260847

Course Introduction / Overview:

This comprehensive training course is designed to transform Learning and Development (L&D) professionals into strategic business partners who drive organizational performance and growth. Moving beyond traditional training functions, this program delves into the core principles of aligning L&D initiatives with overarching business objectives. Participants will explore how to create a robust learning ecosystem that fosters a continuous learning culture and builds a future-ready workforce. We will examine the influential work of Jack and Patti Phillips, particularly their concepts on measuring training effectiveness detailed in their book "The ROI of Training". This course emphasizes a data-driven approach, equipping attendees with the skills to conduct thorough training needs analysis, design impactful blended learning solutions, and critically, measure the return on investment (ROI) of their programs. At BIG BEN Training Center, we believe that a successful L&D function is not a cost center but a vital engine for talent development, employee engagement, and sustainable competitive advantage. This program provides the strategic framework, practical tools, and forward-thinking insights necessary to lead an L&D department that delivers tangible business results and champions organizational development in a rapidly evolving corporate landscape.

Target Audience / This training course is suitable for:

- Learning and Development Managers and Specialists.
- Human Resources Directors and Business Partners.
- Talent Management and Organizational Development Professionals.
- Training Coordinators and Instructional Designers.
- Department Heads and Line Managers with training responsibilities.
- Corporate Trainers and Facilitators seeking a strategic perspective.
- Consultants specializing in human capital and corporate learning.

Target Sectors and Industries:

- Banking and Financial Services.
- Oil, Gas, and Petrochemical Industries.
- Telecommunications and Information Technology.
- Healthcare and Pharmaceuticals.
- Government, Public Sector, and Non-Profit Organizations.
- Manufacturing and Engineering.
- Retail and Fast-Moving Consumer Goods (FMCG).
- Hospitality and Aviation.

Target Organizations Departments:

- Human Resources Department.
- Training and Development Department.
- Talent Management and Acquisition Department.
- Organizational Development Department.
- Strategy and Corporate Planning Department.
- Operations and Production Departments.
- All departments involved in employee upskilling and performance management.

Course Offerings:

By the end of this course, the participants will have able to:

- Align learning and development strategy with corporate business goals.
- Conduct a comprehensive training needs analysis to identify skill gaps.
- Design and implement effective blended learning programs and solutions.
- Apply adult learning principles and modern instructional design models.
- Measure the impact and return on investment (ROI) of training initiatives.
- Utilize learning analytics to make data-informed L&D decisions.
- Foster a continuous learning culture that promotes employee engagement.
- Develop robust succession planning and leadership development frameworks.
- Manage L&D projects, budgets, and vendor relationships effectively.
- Anticipate future L&D trends and prepare the workforce for change.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and learner-centric, ensuring that theoretical concepts are translated into real-world skills. This course moves beyond traditional lectures to create an immersive learning environment. We utilize a blend of expert-led presentations, in-depth case studies of successful L&D strategies, and dynamic group discussions that encourage peer-to-peer learning and knowledge sharing. Participants will engage in hands-on workshops and practical exercises, such as developing a training needs analysis plan, designing a blended learning module, and calculating the potential ROI for a training program. Role-playing scenarios will be used to simulate challenging conversations, such as presenting an L&D business case to senior management. Continuous feedback from the facilitator and peers is a cornerstone of our approach, helping participants refine their strategies and build confidence. The program culminates in the development of a personal action plan, enabling attendees to apply their new skills and strategic insights directly to their organizational context immediately upon their return to the workplace.

Course Agenda (Course Units):

Unit One: The Strategic Role of Learning and Development

- The evolution of L&D from a support function to a strategic partner.
- Aligning L&D initiatives with organizational vision, mission, and goals.
- Understanding the L&D business partner model and its implementation.
- Conducting a SWOT analysis for the L&D function.
- Stakeholder analysis and management for L&D projects.
- Developing a compelling business case for learning initiatives.
- Key performance indicators (KPIs) for a strategic L&D department.

Unit Two: Needs Analysis and Modern Learning Design

- Conducting a strategic training needs analysis (TNA) at organizational, team, and individual levels.
- Utilizing competency mapping and skills gap analysis.
- Principles of adult learning theory (Andragogy) and their application.
- The ADDIE model (Analysis, Design, Development, Implementation, Evaluation) in practice.
- Designing effective and engaging blended learning journeys.
- Introduction to instructional design for e-learning and virtual classrooms.
- Creating learning objectives that are specific, measurable, achievable, relevant, and time-bound (SMART).

Unit Three: Implementing and Delivering High-Impact Learning

- Exploring modern learning delivery methods: microlearning, social learning, and gamification.
- Managing the implementation of new learning technologies and platforms (LMS, LXP).
- Facilitation skills for both in-person and virtual training environments.
- Vendor management and selecting the right external training partners.
- Developing internal subject matter experts (SMEs) as trainers.
- Marketing and communicating L&D programs to drive employee participation.
- Change management principles for rolling out new learning initiatives.

Unit Four: Measuring the Impact and ROI of L&D

- Introduction to learning evaluation models.
- A deep dive into Kirkpatrick's Four Levels of Evaluation (Reaction, Learning, Behavior, Results).
- Applying the Phillips ROI Methodology to calculate the financial return on investment.
- Developing effective evaluation tools: surveys, assessments, and observation checklists.
- Introduction to learning analytics and using data to demonstrate value.
- Creating dashboards and reports to communicate L&D impact to leadership.
- Using evaluation data to continuously improve learning programs.

Unit Five: Fostering a Learning Culture and Future-Proofing the Workforce

- Defining and building the components of a strong learning organization.
- The role of leadership in championing a culture of continuous learning.
- Implementing coaching and mentoring programs to support development.
- Strategic workforce planning, upskilling, and reskilling for the future of work.
- Designing and managing effective leadership development and succession planning programs.
- Trends shaping the future of L&D: AI, personalization, and adaptive learning.
- Developing a personal action plan to elevate the L&D function in your organization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can L&D leaders effectively balance the push for standardized, scalable training solutions with the growing demand for personalized and adaptive learning pathways for individual employees?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the operational aspects of training delivery to cultivate a truly strategic mindset. While many programs focus on instructional design or facilitation skills, our curriculum is built around the critical link between learning and business performance. We place a significant emphasis on financial acumen for L&D professionals, providing practical frameworks like the Phillips ROI Methodology to empower participants to not only measure but also articulate the tangible financial value of their initiatives to executive leadership. The course content is deeply rooted in practical application, using real-world case studies and hands-on exercises that mirror the challenges L&D leaders face daily. Furthermore, we adopt a forward-looking perspective, dedicating substantial time to future trends, strategic workforce planning, and the skills required to build a resilient, agile workforce. The focus is less on specific software tools and more on the enduring principles of creating a learning culture, managing change, and positioning L&D as an indispensable partner in achieving long-term organizational success, ensuring the skills learned are timeless and adaptable to any corporate environment.