Strategic Corporate Training and Development Management Training Course



02 - 06 Nov 2026

Amsterdam

5900 € (Per Person)

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Course Introduction / Overview:

This course provides a comprehensive framework for transforming a corporate training department into a strategic business partner. Moving beyond traditional training functions, this program focuses on aligning learning and development (L&D) initiatives with core organizational objectives to drive performance, innovation, and growth. Participants will delve into the complete L&D lifecycle, from conducting a robust training needs analysis to measuring tangible business impact. We will explore advanced concepts in instructional design, learning technology integration, and the creation of a pervasive learning culture. Drawing on the pioneering work of experts like Jack J. Phillips on measuring training return on investment (ROI), as detailed in works like "Return on Investment in Training and Performance Improvement," this course emphasizes data-driven decision-making. BIG BEN Training Center has designed this program to equip leaders with the strategic foresight and practical tools needed to build a future-ready workforce, manage training budgets effectively, and demonstrate the value of L&D to senior leadership. This is an essential program for professionals committed to elevating the role of training from a cost center to a critical driver of strategic success and competitive advantage.

Target Audience / This training course is suitable for:

- Training and Development Managers.
- Human Resources Directors and VPs.
- Learning and Development Specialists.
- Organizational Development Consultants.
- Department Heads and Line Managers with training responsibilities.
- Talent Management Professionals.
- Corporate Trainers and Instructional Designers seeking a strategic perspective.
- HR Business Partners.

Target Sectors and Industries:

- Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Governmental bodies and Public Sector organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Human Resources.
- Training and Development.
- Talent Management.
- Organizational Development.
- Operations and Production.
- Sales and Marketing.
- All departments responsible for employee upskilling and performance improvement.

Course Offerings:

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

- Develop a comprehensive L&D strategy that directly supports business goals.
- Conduct a thorough skills gap and training needs analysis across the organization.
- Design and implement effective blended learning programs using modern instructional design models.
- Create a robust framework for measuring training effectiveness and calculating ROI.
- Champion and cultivate a continuous learning culture to enhance employee engagement.
- Manage training budgets and resources efficiently to maximize impact.
- Leverage learning analytics to make informed, data-driven decisions.
- Align training initiatives with talent management and succession planning strategies.
- Select and integrate appropriate learning technologies to enhance the learning experience.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and participant-centered, ensuring that theoretical knowledge is translated into applicable skills. This course utilizes a blended approach that combines expert-led presentations with collaborative learning activities. Participants will engage in in-depth case study analyses of real-world corporate training challenges, allowing them to dissect complex problems and formulate strategic solutions. Group discussions and brainstorming sessions will facilitate peer-to-peer learning and the exchange of diverse industry perspectives. Practical workshops will focus on key skills such as conducting a training needs analysis and developing an evaluation plan using the Kirkpatrick Model. Role-playing scenarios will be used to practice facilitation and stakeholder communication skills. Throughout the course, participants will receive constructive feedback from the instructor and peers to foster continuous improvement. The program is structured to move beyond passive listening, encouraging active participation to ensure a deep and lasting understanding of strategic L&D management.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Learning and Development

- The evolution of corporate training to strategic L&D.
- Aligning L&D strategy with overall business objectives and goals.
- Conducting a comprehensive strategic training needs analysis (TNA).
- Stakeholder analysis and management for L&D initiatives.
- Understanding the role of L&D in organizational development and change management.
- Developing the L&D department's mission, vision, and value proposition.
- An introduction to competency mapping and skills gap analysis.

Unit Two: Designing High-Impact Learning Programs

- Principles of adult learning theory and instructional design.
- Exploring the ADDIE model (Analysis, Design, Development, Implementation, Evaluation).
- Designing effective blended learning solutions.
- Integrating technology in learning: E-learning, microlearning, and social learning.
- Developing a curriculum and structuring learning pathways.
- Creating engaging and interactive training content and materials.
- Ensuring learning programs are inclusive and accessible.

Unit Three: Implementing and Managing Training Initiatives

- Effective training delivery and facilitation techniques.
- Managing the logistics of training programs from planning to execution.
- Train-the-Trainer programs and developing internal faculty.
- Marketing and communicating training programs to drive participation.
- Managing training budgets and allocating resources effectively.
- Vendor management and selecting external training partners.
- Change management strategies for implementing new learning initiatives.

Unit Four: Measuring and Evaluating L&D Effectiveness

- The Kirkpatrick Model of Training Evaluation: Four Levels of Impact.
- The Phillips ROI Methodology: Calculating the Return on Investment.
- Developing key performance indicators (KPIs) for the L&D function.
- Using learning analytics and data to demonstrate value.
- Creating impactful reports and dashboards for senior leadership.
- Conducting post-training assessments and gathering feedback.
- Linking learning outcomes to business performance metrics.

Unit Five: Cultivating a Learning Culture and Future-Proofing L&D

- Strategies for building and sustaining a continuous learning culture.
- The role of L&D in talent management and succession planning.
- Implementing coaching and mentoring programs for leadership development.
- Future trends in corporate learning: AI, VR, and personalized learning.
- Developing a strategic workforce plan for upskilling and reskilling.
- The L&D leader as a performance consultant and strategic advisor.
- Creating a personal action plan for strategic L&D leadership.

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:

As automation and AI reshape job roles, how can L&D departments strategically pivot from reactive training to proactive workforce transformation and reskilling at scale?

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

This course distinguishes itself by moving beyond the operational aspects of training management to instill a deeply strategic mindset. While many programs focus on the "how" of instructional design or delivery, this course concentrates on the "why" and "what if," empowering participants to function as true strategic partners within their organizations. We emphasize the critical link between learning initiatives and measurable business outcomes, dedicating significant time to advanced evaluation models like the Phillips ROI Methodology, a topic often covered only superficially elsewhere. The curriculum is built on a foundation of performance consulting, teaching participants to diagnose organizational problems before prescribing training solutions. Rather than just presenting a toolkit of current trends, the course fosters the strategic foresight needed to anticipate future workforce needs and design agile L&D ecosystems. The focus is on building capabilities in data analytics, financial acumen, and stakeholder influence, equipping L&D leaders with the language and evidence needed to secure executive buy-in and demonstrate undeniable value. It is an immersive experience in transforming the L&D function into a powerhouse of organizational growth and competitive advantage.