Aligning Training and Development with Business Goals Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #TDD3602_295095

Course Introduction / Overview:

In today's competitive landscape, organizations can no longer afford to view training as a peripheral activity or a mere cost center. The paradigm has shifted towards integrating Learning and Development (L&D) as a core strategic driver of business success. This course is meticulously designed to bridge the critical gap between training initiatives and tangible organizational outcomes. It moves beyond traditional training design to instill a strategic mindset, enabling participants to transform their L&D function into a vital business partner. Drawing on principles articulated by thought leaders like Dave Ulrich, who champions the role of HR as a strategic contributor, this program equips professionals with the tools to ensure every learning intervention is purposefully aligned with corporate objectives. Participants will explore concepts from influential works such as "The Six Disciplines of Breakthrough Learning" to understand how to create learning that lasts and delivers measurable results. At BIG BEN Training Center, we provide a comprehensive framework for diagnosing business needs, designing impactful learning solutions, measuring their contribution to the bottom line, and effectively communicating this value to senior leadership, thereby securing L&D's seat at the strategic table.

Target Audience / This training course is suitable for:

- Learning and Development Managers and Specialists.
- Human Resources Managers and HR Business Partners.
- Organizational Development Professionals.
- Talent Management and Succession Planning Leaders.
- Department Heads and Line Managers with training responsibilities.
- Corporate Trainers and Instructional Designers seeking to enhance their strategic impact.
- Anyone involved in planning, budgeting, or evaluating corporate training programs.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Information Technology and Telecommunications.
- Oil, Gas, and Energy.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Governmental bodies and Public Sector organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Human Resources.
- Learning and Development.
- Talent Management.
- Organizational Development.
- Strategic Planning.
- All operational departments seeking to improve performance through training.
- Finance and Budgeting departments involved in approving training expenditures.

Course Offerings:

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

- Analyze organizational strategy and identify key business drivers to inform L&D priorities.
- Conduct a strategic training needs analysis that aligns with current and future business goals.
- Develop a compelling business case for training initiatives that demonstrates clear value.
- Design learning programs with objectives directly linked to specific business metrics and KPIs.
- Apply models like the Kirkpatrick-Phillips framework to measure the business impact and ROI of training.
- Utilize learning analytics to make data-driven decisions and improve program effectiveness.
- Communicate the strategic value of L&D to executive leadership and key stakeholders.
- Foster a learning culture that supports organizational agility and continuous improvement.
- Develop a strategic L&D plan that is fully integrated with the overall business plan.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. We believe that strategic concepts are best learned through practical application rather than passive listening. The course will employ a blended approach that includes facilitator-led presentations on core frameworks, interactive group discussions to share experiences, and collaborative problem-solving activities. A significant portion of the program is dedicated to hands-on workshops and case study analysis, where participants will work with real-world business scenarios to practice aligning training solutions with strategic objectives. Participants will engage in exercises such as deconstructing a corporate annual report to identify strategic priorities, mapping competency gaps to business goals, and designing a measurement plan for a sample training initiative. Emphasis will be placed on peer-to-peer learning and feedback, allowing for a rich exchange of ideas. Each participant will be guided to develop a preliminary action plan to apply the learned concepts within their own organization, ensuring that the learning translates into tangible performance improvement and strategic contribution upon their return to the workplace.

Course Agenda (Course Units):

Unit One: The Strategic Role of Learning and Development

- The evolution from a training function to a strategic business partner.
- Understanding and interpreting business strategy, vision, and values.
- Deconstructing financial statements and annual reports for L&D insights.
- The language of business: speaking the C-Suite's language.
- Linking L&D initiatives to key business metrics and KPIs.
- Models of strategic alignment for HR and L&D.
- Case study: Identifying strategic priorities in a global corporation.

Unit Two: Conducting a Strategic Needs Analysis

- Moving beyond reactive training requests to proactive performance consulting.
- Techniques for identifying performance gaps versus skill gaps.
- Conducting future-focused needs analysis for workforce planning.
- Using competency modeling to align talent with strategic needs.
- Interviewing stakeholders to uncover critical business challenges.
- Analyzing organizational data to prioritize L&D interventions.
- Developing a strategic L&D roadmap based on analysis.

Unit Three: Designing Learning Solutions for Business Impact

- Writing learning objectives that are directly tied to business outcomes.
- Choosing the right learning solution for the specific performance need.
- Integrating 70-20-10 principles for a holistic learning ecosystem.
- Designing for application and transfer of learning to the job.
- Building evaluation and measurement into the design phase.
- Creating a business case for proposed learning solutions.
- Workshop: Redesigning a traditional course for strategic impact.

Unit Four: Measuring the Business Impact and ROI of Training

- An in-depth review of the Kirkpatrick Four Levels of Evaluation.
- Introduction to the Phillips ROI Methodology for L&D.
- Techniques for isolating the effects of training on business results.
- Collecting and analyzing data at all four levels.
- Calculating the Return on Investment (ROI) of key training programs.
- Developing a balanced L&D scorecard to track strategic contribution.
- Practical exercise: Calculating ROI for a case study program.

Unit Five: Communicating Value and Driving a Learning Culture

- Creating powerful reports and presentations for executive leadership.
- Visualizing data to tell a compelling story about L&D's impact.
- Building strategic partnerships with business leaders and line managers.
- Marketing L&D's value and achievements across the organization.
- Strategies for fostering a culture of continuous learning and agility.
- Overcoming resistance and gaining buy-in for strategic L&D initiatives.
- Final Project: Developing a personal action plan for strategic alignment.

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:

Beyond calculating ROI, how can L&D leaders qualitatively demonstrate the strategic value of fostering a resilient and adaptive learning culture in an era of constant disruption?

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

This course distinguishes itself by fundamentally shifting the participant's perspective from that of a training administrator to a strategic business partner. While many courses focus on the mechanics of instructional design or training delivery, our program concentrates on the critical, and often overlooked, element of business acumen for L&D professionals. We move beyond theoretical models by dedicating significant time to practical application, such as teaching participants how to read a balance sheet or a strategic plan to derive L&D priorities. The curriculum is uniquely structured to build a comprehensive skillset, starting from understanding the language of business, moving through data-driven needs analysis and impact-focused design, and culminating in the ability to calculate and articulate financial ROI. Unlike programs that stop at satisfaction surveys, this course provides a deep dive into advanced evaluation methodologies like the Phillips ROI model, equipping participants with the credibility to engage in strategic conversations with senior executives. The emphasis is not just on launching training programs, but on solving business problems and proving the tangible value that a strategically aligned L&D function brings to organizational success.