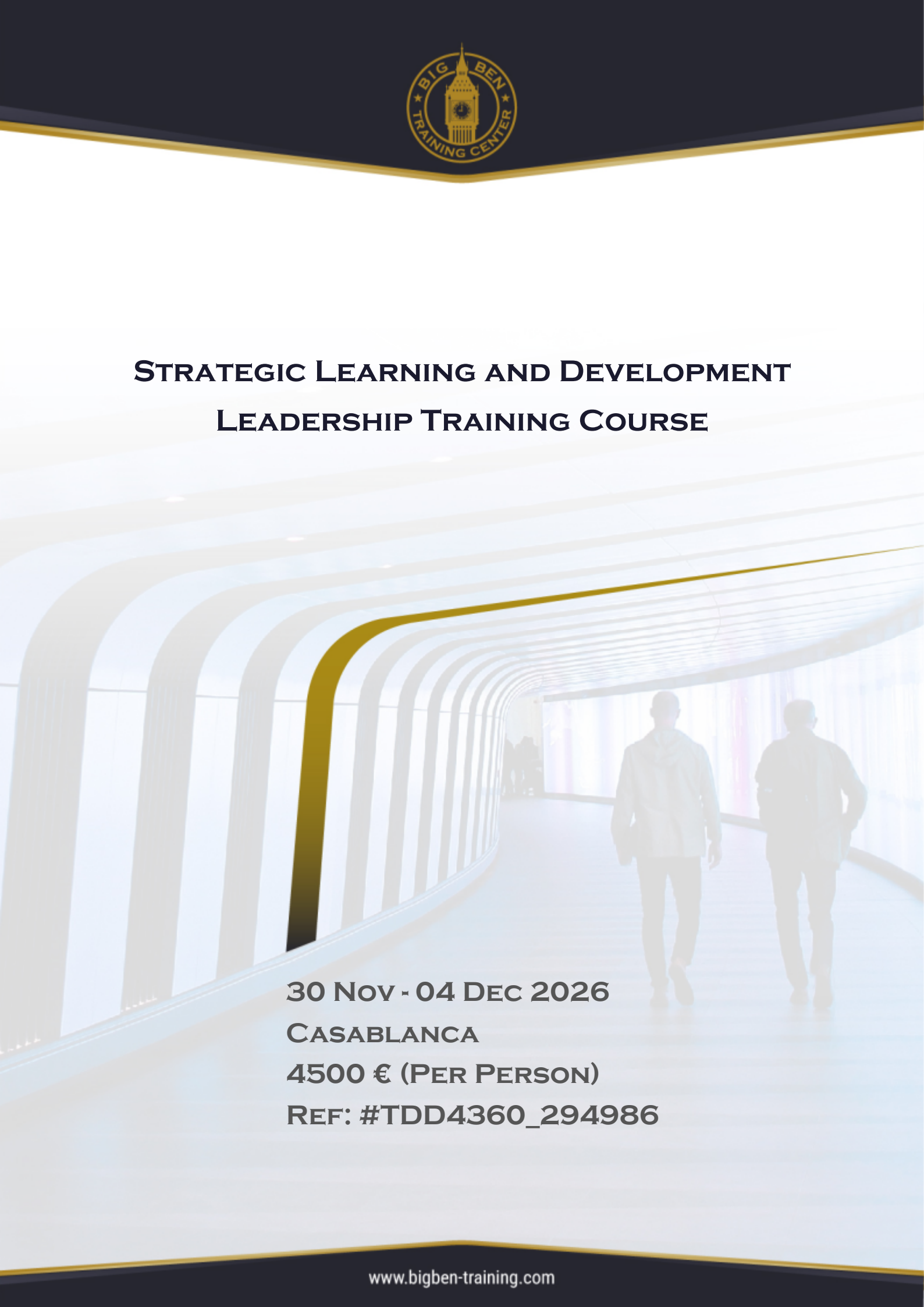
Strategic Learning and Development Leadership Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #TDD4360_294986

Course Introduction / Overview:

This course is designed to transform Learning and Development professionals into strategic business partners who can drive organizational growth and performance. In today's dynamic business environment, L&D is no longer a support function but a critical driver of talent development, innovation, and competitive advantage. This program moves beyond traditional training coordination to instill a strategic mindset, enabling participants to design, implement, and measure high-impact learning initiatives that are directly aligned with corporate objectives. Drawing upon the principles articulated by thought leaders like Jack J. Phillips in his seminal work, "Return on Investment in Training and Performance Improvement," the curriculum emphasizes a data-driven approach to proving the value of L&D. Participants will explore the entire L&D lifecycle, from conducting a robust training needs analysis to leveraging learning analytics for continuous improvement. At BIG BEN Training Center, we are committed to equipping L&D leaders with the skills to build a resilient learning culture, manage resources effectively, and champion employee development as a cornerstone of sustainable business success. This is a comprehensive journey from operational manager to strategic leader.

Target Audience / This training course is suitable for:

- Learning and Development Managers and Specialists.
- Human Resources Managers and Business Partners.
- Talent Development and Management Professionals.
- Organizational Development Consultants.
- Training Coordinators and Instructional Designers aspiring to leadership roles.
- Department Heads and Line Managers with significant training responsibilities.
- Corporate Trainers seeking to enhance their strategic capabilities.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Telecommunications.
- Retail and Consumer Goods.
- Hospitality and Tourism.
- Governmental bodies and Public Sector organizations.
- Non-profit and Non-governmental Organizations (NGOs).
- Consulting and Professional Services.

Target Organizations Departments:

- Human Resources Department.
- Training and Development Department.
- Talent Management Department.
- Organizational Development Department.
- Performance Management Department.
- All departments with internal training functions or responsibilities.

Course Offerings:

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

- Develop a comprehensive L&D strategy that directly supports overarching business goals.
- Conduct a thorough training needs analysis to identify critical skill and performance gaps.
- Apply modern instructional design principles and the ADDIE model to create effective learning solutions.
- Design and implement blended learning programs that combine various delivery methods for maximum impact.
- Master advanced facilitation techniques to manage diverse learner groups and foster engagement.
- Evaluate the effectiveness of training programs using Kirkpatrick's Four-Level Model.
- Calculate and articulate the Return on Investment (ROI) of learning initiatives to senior stakeholders.
- Utilize learning analytics to make data-informed decisions and optimize L&D strategies.
- Champion and cultivate a continuous learning culture within the organization.
- Manage L&D budgets and resources efficiently to maximize value.
- Integrate L&D with talent management processes like succession planning and performance management.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and learner-centric, ensuring that theoretical knowledge is translated into real-world skills. We believe in the power of experiential learning, where participants actively engage with the content rather than passively receiving it. The course will utilize a blend of expert-led presentations, in-depth case study analyses of real-world L&D challenges, and dynamic group discussions that encourage peer-to-peer learning and the sharing of diverse perspectives. A significant portion of the training will be dedicated to hands-on workshops and practical exercises, such as developing a sample L&D strategy, designing a training evaluation plan, and practicing ROI calculations. Role-playing scenarios will be used to hone facilitation and stakeholder communication skills in a safe and supportive environment. Participants will receive constructive feedback from both the facilitator and their peers throughout the course. This immersive approach ensures that attendees leave not just with new knowledge, but with the confidence and competence to apply their new skills immediately in their workplace, driving tangible improvements in their organization's learning and development function.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Learning and Development

- The evolution of L&D from a support function to a strategic partner.
- Aligning L&D strategy with organizational vision, mission, and business objectives.
- Conducting a comprehensive Training Needs Analysis (TNA) at organizational, team, and individual levels.
- Stakeholder analysis and management for L&D initiatives.
- Understanding adult learning theories (Andragogy and Heutagogy).
- Competency mapping and its role in targeted development.
- Establishing a governance framework for the L&D function.

Unit Two: Instructional Design and Program Development

- Deep dive into the ADDIE model (Analysis, Design, Development, Implementation, Evaluation).
- Writing effective and measurable learning objectives.
- Designing engaging and interactive learning content.
- Exploring blended learning solutions and methodologies.
- Introduction to e-learning, microlearning, and social learning.
- Developing a curriculum and structuring learning pathways.
- Selecting appropriate learning technologies and platforms.

Unit Three: Excellence in Training Delivery and Facilitation

- Core principles of effective training facilitation.
- Advanced communication and presentation skills for trainers.
- Managing group dynamics and handling difficult participants.
- Techniques for creating an inclusive and engaging learning environment.
- Facilitating virtual instructor-led training (VILT) sessions effectively.
- Utilizing storytelling and practical activities to enhance learning retention.
- Train-the-Trainer principles for scaling L&D efforts.

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

- Introduction to learning evaluation models.
- Applying Kirkpatrick's Four Levels of Evaluation (Reaction, Learning, Behavior, Results).
- Implementing the Phillips ROI Methodology to measure financial impact.
- Designing effective evaluation tools like surveys, assessments, and observation checklists.
- Introduction to learning analytics and data-driven decision making.
- Creating compelling L&D dashboards and reports for senior leadership.
- Communicating the value and business impact of L&D initiatives.

Unit Five: L&D Leadership and Future-Proofing the Workforce

- Building and nurturing a continuous learning culture.
- Managing the L&D budget, resources, and vendor relationships.
- Integrating L&D with talent management, succession planning, and performance management.
- Change management principles for implementing new L&D initiatives.
- The role of L&D in upskilling and reskilling the workforce for the future.
- Exploring future trends in L&D such as AI, personalization, and adaptive learning.
- Developing 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:

How can L&D leaders effectively balance the immediate need for compliance training with the long-term strategic goal of capability building and innovation?

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

This course distinguishes itself by focusing intensely on the strategic and business-centric aspects of Learning and Development, moving beyond the operational mechanics of training delivery. While many programs teach instructional design or facilitation, this course is architected for current and future L&D leaders who need to demonstrate tangible business impact. Its core differentiator is the deep integration of measurement and financial accountability, with dedicated modules on applying both the Kirkpatrick Model and the Phillips ROI Methodology. This empowers participants to not only measure learning but to translate those results into the language of the C-suite, proving value and securing investment. Furthermore, the curriculum is forward-looking, addressing critical future-focused topics such as building a sustainable learning culture, the role of L&D in digital transformation, and leveraging learning analytics for predictive insights. The emphasis on practical application through case studies, strategic planning exercises, and leadership scenarios ensures that participants leave with a comprehensive toolkit to elevate their function from a cost center to a strategic driver of organizational success, making it an investment in leadership capability, not just technical skill.