MERCURY

Mastering the Strategic Cycle of Training Program Management

27 September – 1 October 2027
Casablanca (Morocco)



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Introduction

In today's dynamic business environment, organizations must continuously develop their human capital to remain competitive. This Mastering the Strategic Cycle of Training Program Management course equips professionals with advanced strategies to manage training programs end-to-end and align learning initiatives with organizational objectives. Participants will gain mastery in strategic training management, covering every phase of the training cycle.

From conducting comprehensive training needs analysis and program design to evaluating program effectiveness, learners will explore practical frameworks and modern methodologies. The Mastering the Strategic Cycle of Training Program Management program emphasizes strategic L&D management and corporate training, equipping participants to lead learning initiatives that drive measurable results. Attendees will also learn to integrate digital tools and agile approaches to enhance training delivery.

By combining strategic planning, workforce training management, and continuous improvement, participants will develop expertise in training governance and performance management. Ultimately, the Mastering the Strategic Cycle of Training Program Management training equips professionals to implement sustainable, high-impact learning strategies across the enterprise.

Targeted Groups

This Mastering the Strategic Cycle of Training Program Management training targets professionals seeking knowledge and skills:

- Senior HR professionals leading organizational learning initiatives.
- Training managers responsible for end-to-end training program management.
- Organizational development consultants supporting workforce training strategy.
- Learning & Development specialists designing impactful programs.
- Project managers coordinate training cycles and learning operations.
- Internal trainers or training coordinators executing corporate programs.
- Quality and performance managers measure training effectiveness.
- Talent development advisors and consultants are enhancing human capital strategies.

Course Objectives

Participants will achieve the following objectives by completing the Mastering the Strategic Cycle of Training Program Management course:

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- Conduct strategic training needs analysis aligned with corporate goals.
- Design learning programs incorporating adult learning principles.
- Structure end-to-end training program management processes.
- Apply project management techniques to training operations.
- Lead cross-functional teams in strategic L&D management.
- Coordinate resources, venues, and digital platforms for training delivery.
- Implement training programs with measurable performance outcomes.
- Evaluate training effectiveness using KPIs, ROI, and feedback data.
- Develop continuous improvement plans for training cycle management.
- Leverage technology to optimize learning program lifecycle management.
- Integrate workforce planning into training strategy and implementation.
- Innovate training practices to enhance engagement and impact.
- Build frameworks for training governance and performance management.
- Ensure knowledge transfer and application in day-to-day operations.

Targeted Competencies

Participants will gain the following competencies during the Mastering the Strategic Cycle of Training Program Management program:

- Strategic workforce training management and alignment.
- Proficiency in training needs assessment and program design.
- End-to-end learning program lifecycle management skills.
- Project management applied to corporate training programs.
- Resource allocation and budgeting for training operations.
- Stakeholder engagement and communication effectiveness.
- Training program leadership and team management.
- Monitoring and evaluating training effectiveness using data metrics.
- Knowledge of adult learning and instructional design methodologies.
- Integration of technology in strategic training management.
- Continuous improvement and innovation in L&D practices.

Studying Scenarios

In this Mastering the Strategic Cycle of Training Program Management training, participants develop skills through the following scenarios:

- Conducting a training needs analysis for a multi-department project.
- Designing a corporate training program based on workforce skills gaps.
- Planning and budgeting an end-to-end learning program.
- Leading a cross-functional training team during implementation.
- Coordinating with vendors, internal trainers, and stakeholders.
- Measuring training effectiveness using KPIs, ROI, and participant feedback.
- Creating post-program improvement plans and innovation cycles.

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Course Content

Unit One: Strategic Planning of Training Programs

- Align training strategy with corporate objectives and business priorities.
- Analyze workforce competencies and forecast future skills needs.
- Identify performance gaps and learning opportunities.
- Prioritize learning initiatives based on ROI and strategic value.
- Develop a human capital training strategy aligned with business goals.
- Engage leadership in training, vision, and culture development.
- Define success indicators, KPIs, and measurable outcomes for programs.
- Integrate organizational change management into training plans.
- Apply strategic learning management principles to workforce development.
- Foster a culture of continuous learning and training governance.

Unit Two: Training Needs Assessment and Program Design

- Conduct organizational, task, and individual training needs analysis.
- Use surveys, interviews, and performance data for TNA.
- Map competencies and create learner personas for program design.
- Apply instructional design models: ADDIE, SAM, and agile methods.
- Implement adult learning theories in practical training scenarios.
- Structure training content and learning journeys for engagement.
- Design inclusive, adaptive, and flexible training frameworks.
- Plan learning interventions for strategic workforce impact.
- Align program design with corporate training program management standards.
- Integrate digital learning tools for effective delivery and tracking.

Unit Three: Organizing Training Logistics and Resources

- Plan resources: venues, digital platforms, and materials.
- Manage training budgets and apply cost control techniques.
- Develop detailed schedules, milestone charts, and task timelines.
- Select, coordinate, and manage trainers and subject matter experts.
- Apply risk management in training operations and logistics.
- Ensure compliance with legal, contractual, and corporate standards.
- Coordinate cross-departmental and external vendor collaboration.
- Optimize technology use for training delivery and tracking.
- Implement end-to-end training program management protocols.
- Monitor logistics performance to ensure seamless program execution.

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Unit Four: Training Program Management and Stakeholder Engagement

- Apply project management principles to training initiatives.
- Lead cross-functional training teams effectively.
- Engage stakeholders and manage expectations across all levels.
- Use communication strategies to enhance program adoption.
- Monitor program performance and resolve real-time issues.
- Manage trainer performance and participant experience.
- Document processes and develop reusable templates.
- Implement strategic L&D management frameworks.
- Conduct impact-focused reviews and training governance assessments.
- Integrate learning program lifecycle management into organizational workflows.

Unit Five: Implementation, Impact Evaluation, and Continuous Improvement

- Execute programs with precision, measuring impact and results.
- Apply delivery frameworks and checklists to ensure consistency.
- Ensure knowledge transfer and on-the-job application.
- Measure training effectiveness using ROI, Kirkpatrick's model, and performance metrics.
- Analyze post-training feedback and participant outcomes.
- Create continuous improvement cycles to enhance the program.
- Innovate training strategies using digital and agile approaches.
- Build training governance structures and performance management systems.
- Align training strategy and implementation with business objectives.
- Promote a culture of strategic learning management and continuous development.

Final Insights & Key Takeaways

Participants will leave the course with the ability to manage training programs from planning to evaluation. They will have mastered strategic training management and the execution of corporate training programs. Skills gained will enhance workforce development, program governance, and measurable learning outcomes. Professionals will lead advanced training management initiatives across any organizational setting.