MERCURY

Mastering Training Needs Analysis and Training Evaluation Seminar

14 – 18 March 2027
Istanbul (Turkey)



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Ref: 8024_1084479 **Date:** 14 – 18 March 2027 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction

This cutting-edge program equips you with the contemporary thinking, methodologies, and tools for conducting thorough Training Needs Analysis TNA and Training Evaluation. Through this training needs analysis and evaluation seminar, participants will be able to navigate today's challenging economic environment; these elements are crucial in setting apart practical training functions.

The training needs analysis and evaluation program promises to elevate the professional stature of training practitioners by advocating a precise, process-oriented approach. By adopting our refined techniques, you will achieve time-efficient, accurate TNA and robust training evaluation metrics. For those accountable, our strategies enable the demonstration of training tangible contributions to organizational value through innovative methods.

The Importance of Training Needs Analysis and Evaluation

Training is an essential component of organizational success, and the foundation of a robust training program lies in a meticulous Training Needs Analysis TNA. Understanding the definition of training needs analysis and its benefits ensures that training efforts are well-directed and can foster skill development aligned with business goals. Similarly, evaluating training effectiveness is paramount to justifying the investment and continuously refining and enhancing the training process.

The benefits of evaluating training encompass improved learning outcomes and more significant ROI, providing a clear path toward an organization's continual improvement and competitive edge. This training needs analysis and evaluation seminar will dive into the nuances of TNA and training evaluation, providing attendees valuable insights into optimizing training initiatives for maximum impact.

Target Groups

- Training Managers.
- Training Specialists.
- Training Coordinators.
- Training Consultants.
- HR Staff.

Seminar Objectives

Participants in this training needs analysis and evaluation seminar will be empowered to:

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- Apply various models of employee training needs analysis.
- Utilize comprehensive models of training needs assessment.
- Empower familiarity with techniques to quantify training impact within the business sphere.
- Understand how core business competencies are developed and identify optimal training arenas for impactful results.
- Gain experience in evaluating a wide range of training seminars.
- Learn how to integrate unit costs in training evaluation for simplified processes.

Targeted Competencies

At the end of this training needs analysis and evaluation seminar, the target competencies will be able to:

- Problem-solving.
- Analysis of data.
- Creativity.
- Conceptual thinking.
- Balanced decision-making.
- Results Orientation.

Seminar Content

Unit 1: Organization Learning Culture

- Define business culture and its elements.
- Explore the WILLIAM SCHNEIDER model for organizational culture.
- Articulate the benefits of a learning organization culture.
- Dissect the 4 Cs of organizational culture.
- Understand strategies for fostering a learning culture in the workplace.
- Delve into organizational learning theories.
- Case study on organization learning culture.

Unit 2: High-Performance Organization

- Examine principles contributing to the High-Performance of Organizations HPO.
- Delve into the role of Performance Management Systems and employee appraisal processes.
- Learn a deep dive into the 4 Quadrant of Employee Performance and Learning.
- Unpacking the 5 Factors Model of Employee Performance and Learning.
- Understand the learning curve and its significance.
- Case study on achieving a High-Performance Organization.

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Unit 3: Conducting Training Needs Analysis

- Elaborate on the training model process and TNA.
- Align TNA with individual needs and identify relevant training objectives through the competencies matrix and performance reviews.
- Correlating TNA with job needs and crafting pertinent training objectives via job analysis.
- Map TNA to organizational needs and pinpoint training objectives.
- Formulating Training Criteria.
- Case study on practical TNA.

Unit 4: Training Implementation

- Outline the training model process and execution strategies.
- Define and discuss various training types internal vs. external.
- Explore training methodologies in depth.
- Monitor trainers and trainees during the training implementation phase.
- Case study on effective training implementation.

Unit 5: Training Evaluation

- Establish training evaluation criteria and construct an evaluation matrix.
- Understand Kirkpatrick's model of evaluation.
- Grasp the Phillips ROI model, including ROI evaluation formulas.
- Get to know Kaufman's, the CIRO's, Brinkerhoff's, and Anderson's evaluation models.
- Case study on comprehensive Training Evaluation.