



Mastering Training Needs Analysis and Training Evaluation

22 – 26 February 2027
Casablanca (Morocco)



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Ref: 15446_308203 **Date:** 22 – 26 February 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

This Training Needs Analysis and Training Evaluation program provides the latest thinking, methods, and tools to complete the two most important training areas: Training Needs Analysis TNA and Training Evaluation. These areas will benefit any training function in today's difficult financial climate. Because of its exact process approach, it will help raise the professional training profile.

By utilizing our methodologies, participants will conduct employee training needs analysis faster and more accurately, comprehend the importance of training evaluation, and use a proven process for predictive evaluation. They can use new techniques to demonstrate which training provides measurable value to the organization. Conducting a training needs analysis is essential for identifying the gap between the current and desired levels of performance and competencies.

This Training Needs Analysis and Training Evaluation course explores the various aspects of a training needs analysis, including its definition, methodologies, and how it impacts staff training strategies. Participants will cover individual, personal, and organizational training needs analysis and discuss the purpose and benefits of developing an effective training needs analysis approach.

In this Training Needs Analysis and Training Evaluation course, participants delve into the critical aspects of training evaluation, highlighting the need to understand and implement various training evaluation methods and techniques. They will examine the benefits of training evaluation, its importance, and its purpose. They will utilize training evaluation tools and discover how evaluation analysis can demonstrate the value of employee training initiatives within an organization.

Targeted Groups:

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

Course Objectives:

At the end of this Training Needs Analysis and Training Evaluation course, participants will be able to:

- Identify and be able to use models of training needs analysis and assessment.
- Be familiar with techniques to measure and show training results in the business.
- Understand how competencies are constructed and know which are the best to train to get good results.
- Have practiced evaluating a series of training seminars.
- Know how unit costs work and how to use them to make evaluation easy.

Targeted Competencies:

Participants' competencies in this Training Needs Analysis and Training Evaluation training will:

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

Course Content:

Unit 1: Organization Learning Culture:

- Define business culture and its elements.
- Discuss the WILLIAM SCHNEIDER model for organizational culture.
- The Benefits of A Learning Organization Culture.
- The 4 Cs of organizational culture.
- Create a Learning Culture in the Workplace.
- The organizational learning theory.

Unit 2: High-Performance Organization:

- The principles of HPO - Discussing factors that contribute to high organizational performance.
- The importance of the Performance Management System and the employee appraisal process.
- Understand the 4 Quadrant of Employee Performance and Learning.
- Understand the 5 Factors Model of Employee Performance and Learning.
- Learn the curve concept and its importance.

Unit 3: Conducting Training Needs Analysis:

- Analyze the training model process and TNA.
- TNA and Individual Needs and Identifying Training Objectives - Using Competencies Matrix and performance review as input for TNA.
- Training Needs Analysis TNA and Job Needs and Identifying Training Objectives to Using Job Analysis as input for TNA.
- TNA and Organizational Needs and Identifying Training Objectives.
- Develop Training Criteria.

Unit 4: Training Implementation:

- Discuss the training model process and training implementation.
- Define and discuss training types internal - external.
- Define and discuss training methodologies.
- Monitor training, trainer, and trainee during implementation.

Unit 5: Training Evaluation:

- Setting up training evaluation measures evaluation matrix.
- Understand Kirkpatrick's model of evaluation.
- Understand the Phillips ROI model of evaluation and The ROI evaluation formulas.
- Learn about Kaufman's model of evaluation.
- Learn about the CIRO model of evaluation.
- Understand Brinkerhoff's model of evaluation.
- Understand Anderson's model of evaluation.