BLACKBIRD FOR TRAINING

Corporate Learning & Development Professional

25 – 29 January 2027
Casablanca (Morocco)

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PARTNER



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Introduction

This dynamic and cutting-edge Learning & Development Professionals training course is designed to introduce you to the latest best practices in training management and organisational learning. Whether you're looking to implement corporate learning solutions, improve your organisation's training strategies, or enhance your professional development skills, this course is for you. It provides you with the tools and knowledge to transform your organisation into a learning organisation, making learning and development the core of its operations.

By attending this training, you will discover how to harness the power of corporate learning management systems, develop effective learning strategies, and ensure that your training programs are not only relevant but transformative. The course offers valuable insights on talent management, organisational development OD, and how to build a culture of continuous professional growth.

Course Objectives

By the end of this course, you will be able to:

- Demonstrate an understanding of Organisational Learning Theory: Understand the principles behind corporate learning and development and how they can be applied to foster growth within your organisation.
- Explain the Concept of Effective Training Management: Learn how to manage training programs effectively and ensure they align with organisational goals.
- Utilise the Skills of Organisational Development for Learning & Training Management: Apply OD strategies to enhance learning outcomes and organisational performance.
- Apply Appropriate Skills for Developing a Learning Organisation: Transform your organisation into a learning organisation by embedding learning at the heart of your company's strategy.
- Develop Training Suitable for Specific Audiences: Tailor training solutions for different teams or workgroups, ensuring relevance and engagement.



Course Outlines

Day 1: Organisational Strategy & Learning

- Approaches to Strategy: Learn how to create an effective business model aligned with learning goals.
- Strategic Analysis: Techniques such as PEST, balanced scorecards, SWOT, and Five Forces to evaluate strategic positioning.
- The Concept of Learning and Its Fit with Strategy: Understand how to integrate learning with your organisational strategy.
- The Idea of Organisational Learning: Learn how to foster an environment that encourages continuous learning and improvement.

Day 2: Leadership and Development

- Leadership Theory Explained: A comprehensive overview of leadership theories and their impact on corporate learning.
- Transformational Leadership: Learn how transformational leadership can drive organisational learning and innovation.
- Managing the Training Function Strategically: Align your training efforts with overall business goals for optimal impact.
- Differentiating Succession Management & Talent Management: Understand how to effectively manage talent pipelines and succession planning.
- Nationalisation Issues in Training: Explore the challenges and solutions related to nationalisation in training.

Day 3: Change of Leadership

- An Experience of Change: Discover best practices for managing leadership transitions within an organisation.
- Change at the Team Level: Understand how team-level changes impact the broader learning culture.
- Key Drivers of Change: Identify internal and external factors that influence organisational change.
- Change Management: Learn methodologies and frameworks for managing organisational change effectively.
- Case Studies of Best Practices in Change Management: Real-world examples of organisations excelling in change management.



Day 4: Basics of Finance for Learning Professionals

- Accounting & Finance Concepts Simplified: Learn the fundamental financial concepts every learning professional should know.
- Key Financial Terms You Should Know as a Manager: Gain proficiency in financial jargon and its relevance to corporate learning.
- Using Accounting Information for Decision-making: Understand how to leverage financial data to make informed learning and development decisions.
- The Importance of Cost-Benefit in Training: Learn how to calculate the ROI of training initiatives and justify training budgets.
- Calculating a Return on Investment ROI: Discover the tools to evaluate the success of your training programs in monetary terms.

Day 5: Becoming a Learning Organisation

- Understanding the Learning Organisation: Dive deep into the principles of a learning organisation and the steps to achieve it.
- Characteristics of a Learning Organisation: Identify the key features that define a thriving learning organisation.
- Are You Ready to Change?: Self-assess whether your organisation is ready to become a learning organisation.
- Benefits and Barriers: Learn about the benefits of a learning culture and the challenges organisations face in implementing it.
- Personal Action Planning: Create a personal action plan for leading your organisation toward becoming a learning organisation.

Why Attend this Course: Wins & Losses!

This Learning & Development Professionals course is a must for anyone in the field of corporate learning and training. Here's why you should attend:

- Learn to Build a Learning Organisation: You'll gain the skills to transform your company into a learning organisation where continuous development is a strategic priority.
- Enhance Your Professional Development: By completing this course, you'll be better equipped to implement professional development programs that foster growth and talent retention.
- Master Training Management: Learn how to design and implement training programs that align with both the immediate needs and long-term goals of your organisation.
- Drive Organisational Development OD: Apply OD principles to improve learning outcomes and ensure that your organisation adapts to challenges effectively.
- Build Effective Corporate Learning Solutions: Gain the skills to design corporate learning solutions that can be scaled to meet the needs of diverse workgroups and departments.



Conclusion

The Learning & Development Professionals course will help you elevate your career and enhance your organisation's learning strategies. Whether you are a training manager, learning specialist, or HR professional, this course offers the expertise needed to implement corporate e-learning solutions and build an effective learning culture. Join us to transform your organisation's approach to training, development, and organisational learning. Elevate your professional development, improve corporate learning management, and lead your organisation to success through continuous learning.

