BLACKBIRD FOR TRAINING

Learning & Development (L&D) Fundamentals

12 – 16 July 2027
Casablanca (Morocco)



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Ref: 3255260_191914 **Date:** 12 – 16 July 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

In today's dynamic and ever-changing business environment, investing in people's development is no longer a luxury—it has become a strategic necessity.

Learning & Development L&D serves as the cornerstone for building organizational capabilities, improving productivity, and fostering a culture of innovation and excellence.

This course provides participants with the fundamental principles of Learning & Development, equipping them with practical tools to design, implement, and evaluate impactful training programs aligned with organizational goals.

Course Objectives

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

- Understand the key concepts and principles of Learning & Development.
- Explore global trends and best practices in people development.
- Design effective training programs that align with organizational strategies.
- Conduct Training Needs Analysis TNA to identify critical skill gaps.
- Apply evaluation models to measure training impact and Return on Investment ROI.
- Position Learning & Development as a key driver for organizational growth and transformation.

Course Outlines

Day 1: Fundamentals of Learning & Development

- Introduction to L&D and its role in modern organizations.
- From traditional training to organizational development.
- The Training Cycle explained.
- Case studies from real-world practices.

Day 2: Training Needs Analysis TNA

- Importance of identifying training needs.
- Tools and methods: surveys, interviews, performance reviews.
- Linking training needs to strategic objectives.
- Workshop: Building a TNA framework.



Day 3: Designing Training Programs

- Principles of curriculum and program design.
- Instructional design models: ADDIE and Bloom's Taxonomy.
- Choosing the right delivery methods: classroom, e-learning, blended.
- Group activity: Design a short training program.

Day 4: Delivering and Managing Training

- Essential skills of effective trainers.
- Managing the training environment and participants.
- Leveraging technology and e-learning platforms.
- Simulation: Delivering a mini training session.

Day 5: Evaluating Training & Measuring ROI

- Kirkpatrick's Four Levels of Evaluation.
- Calculating ROI in training programs.
- Reporting training results to management.
- Personal action plan: Applying L&D principles in your workplace.

Why Attend This Course: Wins & Losses!

- Gain a solid foundation in Learning & Development fundamentals.
- Learn how to translate training into measurable business outcomes.
- Acquire practical frameworks and tools that can be applied immediately.
- Strengthen your ability to link training with organizational growth.
- Build a professional network with peers and L&D experts.

Conclusion

Developing people is the fastest way to develop organizations.Through this program, you will gain the knowledge, skills, and strategies needed to become an effective change agent and a driver of organizational excellence.

Learning & Development Fundamentals is not just a training course—it is a transformative journey that shows how learning can reshape individuals and organizations alike.

