

Course in CIPD Learning & Development Program

9 – 13 August 2027
Casablanca (Morocco)

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Introduction

In today's rapidly evolving business environment, Learning and Development L&D has become a strategic driver of organizational performance, employee capability, and long-term growth.

This intensive five-day program provides HR and L&D professionals with practical knowledge and tools to design strategic learning initiatives, conduct Training Needs Analysis TNA, develop effective learning programs, and measure training impact and Return on Investment ROI.

The program combines strategic concepts, practical tools, case studies, and interactive exercises to enable participants to build high-impact L&D strategies aligned with organizational objectives.

Course Objectives

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

- Understand modern principles and strategic trends in Learning and Development.
- Develop L&D strategies aligned with business and HR objectives.
- Conduct effective Training Needs Analysis TNA.
- Identify competency and workforce skill gaps.
- Design effective learning and development programs.
- Apply digital, blended, and experiential learning approaches.
- Measure learning effectiveness and training ROI.
- Use L&D analytics and performance indicators to support decision-making.
- Strengthen employee engagement through continuous learning.
- Position L&D as a strategic business partner.

Course Outlines

Day 1 - Strategic Learning & Development

- The strategic role of L&D in organizational performance.
- Modern trends and emerging practices in Learning & Development.
- Aligning L&D strategy with business and HR objectives.
- The L&D lifecycle: needs analysis, design, delivery, and evaluation.
- Building a strategic L&D framework.
- Case study: Developing an organizational L&D strategy.

Day 2 - Training Needs Analysis & Capability Building

- The role of TNA in strategic workforce planning.

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- Identifying organizational, departmental, and individual learning needs.
- TNA tools: surveys, interviews, performance data, KPIs, and competency assessments.
- Identifying workforce skill and competency gaps.
- Developing competency frameworks.
- Linking learning priorities to business challenges.
- Workshop: Developing a practical TNA model.

Day 3 - Learning Program Design & Delivery

- Designing high-impact learning programs.
- Setting measurable learning objectives using the SMART approach.
- Selecting appropriate learning methodologies.
- Adult learning principles and learner engagement.
- Classroom, virtual, blended, and experiential learning.
- Digital learning, microlearning, and AI-enabled learning.
- Practical exercise: Designing an L&D intervention.

Day 4 - Measuring Learning Effectiveness & ROI

- Evaluating learning and development effectiveness.
- Kirkpatrick's Four Levels of Evaluation.
- Measuring learning transfer and business impact.
- Developing meaningful L&D KPIs.
- Measuring Training ROI.
- Using analytics and data for evidence-based L&D decisions.
- Building an L&D performance dashboard.
- Practical exercise: Developing an evaluation and ROI framework.

Day 5 - Strategic L&D Leadership & Future of Learning

- Building and sustaining a learning culture.
- Integrating L&D with talent and performance management.
- Employee development, career growth, and succession planning.
- Leadership's role in organizational learning.
- Reskilling, upskilling, and future workforce capabilities.
- AI and emerging technologies in L&D.
- Developing a comprehensive corporate L&D strategy.
- Capstone project: Presenting an integrated L&D strategy.
- Final evaluation and action planning.

Why Attend This Course: Wins & Losses!

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- Develop a strategic approach to Learning & Development.
- Gain practical expertise in Training Needs Analysis.
- Learn how to design effective and measurable learning programs.
- Develop skills to measure training effectiveness and ROI.
- Strengthen organizational capability through targeted development initiatives.
- Apply digital and blended learning approaches.
- Build stronger alignment between L&D and business strategy.
- Develop practical tools that can be applied directly in the workplace.
- Strengthen your role as a strategic L&D business partner.
- Prepare organizations for future workforce and capability requirements.

Frequently Asked Questions

Who should attend this course?

This course is suitable for HR professionals, Learning & Development specialists, training managers, talent management professionals, HR business partners, and managers responsible for employee development.

Is this course suitable for L&D professionals?

Yes. The program is specifically designed to strengthen strategic L&D capabilities, including TNA, learning design, evaluation, ROI, and L&D strategy.

Will the course cover Training Needs Analysis TNA?

Yes. Participants will learn how to identify organizational, departmental, and individual learning needs and translate competency gaps into targeted development initiatives.

Does the course cover Training ROI?

Yes. The program covers training evaluation, Kirkpatrick's Four Levels, L&D KPIs, learning impact, and practical approaches to measuring Training ROI.

Will Career Development and Succession Planning be covered?

Yes. The course addresses employee development, career growth, succession planning, competency development, and their integration with the overall L&D strategy.

6. Does the course include practical exercises?

Yes. The program includes workshops, case studies, practical exercises, and a final capstone project focused on developing an integrated L&D strategy.

7. How will this course benefit my organization?

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It will help the organization align L&D with business objectives, identify critical capability gaps, improve training effectiveness, measure learning investment outcomes, and build a stronger culture of continuous learning.

Conclusion

The Advanced Course in CIPD Learning & Development Program provides an intensive and practical learning experience covering the complete L&D cycle, from strategic planning and Training Needs Analysis to program design, delivery, evaluation, and ROI measurement.

Participants will leave with practical frameworks and tools to develop impactful L&D strategies, strengthen organizational capabilities, and demonstrate measurable business value from learning investments.

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A graphic illustration of a chessboard with a checkered pattern. Three chess pieces are visible: a gold king, a silver pawn, and a gold pawn. In the background, there are concentric circles radiating from the center of the board.