BLACKBIRD FOR TRAINING

Professional in Training Management (CPTM) - Training Industry Certification

9 – 20 August 2027
Barcelona (Spain)



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Introduction

In today's rapidly evolving business environment, the role of training managers has become more critical than ever. The Professional in Training Management CPTM certification is designed for individuals responsible for managing, developing, and enhancing learning and development L&D functions within organizations. This comprehensive 2-week program explores modern training strategies, learning technologies, and the alignment of talent development with overall business goals.

By integrating real-world case studies and interactive exercises, this course empowers participants to confidently lead training initiatives that drive organizational performance and support a culture of continuous learning and innovation.

Course Objectives

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

- Understand the strategic role of training management in achieving organizational goals.
- Develop and align learning strategies with business objectives to drive performance.
- Manage the operations, budgets, and portfolios of corporate learning initiatives.
- Evaluate, select, and manage training vendors and technology solutions.
- Lead, influence, and engage stakeholders in L&D to promote a culture of continuous learning.

Course Outlines

Day 1: Foundations of Training Management cptm certification

- The evolving role of training managers in modern organizations.
- Key responsibilities and competencies of CPTMs.
- Exploring corporate learning ecosystems and their impact.
- Aligning learning initiatives with overarching business strategies.
- Recognizing training as a driver of performance and growth.



Day 2: Organizational Learning Strategy

- Creating a roadmap for strategic learning initiatives.
- Identifying and addressing performance gaps and training needs.
- Engaging stakeholders in developing a learning strategy.
- Linking learning outcomes to organizational KPIs.
- Fostering a culture of continuous learning and development.

Day 3: Learning Needs Analysis

- Conducting a comprehensive Training Needs Assessment TNA.
- Utilizing data collection techniques: interviews, surveys, and performance reviews.
- Identifying clear learning objectives and target audiences.
- Prioritizing learning needs and aligning them with strategic goals.
- Translating business needs into impactful training solutions.

Day 4: Curriculum Design and Development Oversight

- Building a curriculum architecture for corporate learning.
- Applying learning models ADDIE, SAM, Agile for effective design.
- Adult learning principles and fundamentals of instructional design.
- Exploring blended learning and microlearning strategies.
- Reviewing and evaluating course content for maximum impact.

Day 5: Training Delivery Methods and Technologies

- Delivery formats: Instructor-Led Training ILT, Virtual ILT VILT, eLearning, on-the-job training.
- Leveraging Learning Management Systems LMS and Learning Experience Platforms LXPs.
- Trends in mobile learning and digital content creation.
- Trainer selection, coaching, and development.
- Ensuring accessibility and inclusivity in training delivery.

Day 6: Vendor and Partner Management

- Selecting and evaluating training vendors to ensure quality.
- Developing RFPs and managing contracts for external partners.
- Building effective relationships with training partners.
- Maintaining quality and consistency in outsourced training.
- Managing compliance and mitigating risks in vendor relationships.



Day 7: Budgeting and Financial Management

- Developing training budgets aligned with organizational strategies.
- Conducting cost-benefit analyses for training programs.
- Tracking expenses and measuring ROI for L&D initiatives.
- Forecasting and justifying learning investments to leadership.
- Allocating resources effectively across business units.

Day 8: Training Operations and Logistics

- Scheduling and managing training sessions and events.
- Facility and virtual setup considerations for effective delivery.
- Maintaining training records and compliance documentation.
- Coordinating with instructors and ensuring effective communication.
- Troubleshooting and resolving common logistical challenges.

Day 9: Measuring Training Effectiveness

- Applying evaluation models Kirkpatrick, Phillips ROI to measure outcomes.
- Gathering feedback and analyzing training results.
- Linking learning outcomes directly to job performance improvements.
- Using evaluations to drive continuous improvement in L&D.
- Reporting impact and performance to organizational leadership.

Day 10: Leading the Training Function

- Essential leadership skills for effective training managers.
- Building and managing high-performing L&D teams.
- Influencing, communicating, and engaging with stakeholders.
- Driving change and innovation within training functions.
- Final recap and developing a long-term L&D vision.



Why Attend This Course: Wins & Losses!

- Gain Strategic, Actionable Skills: Learn to align training management with organizational goals and drive business performance.
- Hands-on Experience: Develop practical skills in curriculum design, technology integration, and operational logistics.
- Maximize Impact: Learn to measure the ROI of training initiatives and optimize L&D investments.
- Enhance Your Leadership: Build your influence and stakeholder engagement skills to lead effective training teams.
- Stay Competitive: Stay ahead of the curve by leveraging modern learning technologies and continuous improvement strategies.
- Expand Your Network: Connect with peers and thought leaders in the L&D field.
- Boost Your Professional Reputation: Become a trusted training manager recognized for driving learning excellence.
- Prepare for the CPTM Certification: Gain the tools and strategies you need to confidently pursue your CPTM certification and advance your L&D career.

Conclusion

Effective training management is a cornerstone for achieving organizational success in a rapidly changing world. The Professional in Training Management CPTM course equips you with the frameworks, skills, and insights to manage corporate learning programs that drive performance and align with your business strategy.

Whether you're starting out as a training manager or seeking to expand your L&D leadership capabilities, this course will provide the essential tools and best practices to excel in your role and build a culture of continuous learning and growth. Start your journey today and become a driving force in organizational learning and performance excellence!

