BLACKBIRD FOR TRAINING

CIPD Learning & Development Program

5 – 9 July 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Ref: 3255212_191205 **Date:** 5 – 9 July 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

Learning and development are among the core pillars of building organizational capabilities and enhancing competitiveness in today's fast-changing business environment. As professional challenges grow and market demands evolve, leaders and employees alike must embrace modern methodologies that ensure continuous growth and organizational resilience.

The CIPD Learning & Development Program is designed to meet the needs of executives, team leaders, and HR professionals across both public and private institutions in the Middle East and North Africa. It provides participants with world-class knowledge blended with practical applications tailored to the regional context.

Course Objectives

- Understand the latest concepts in organizational learning and development.
- Design effective training strategies aligned with business goals.
- Acquire skills to analyze skill gaps and create targeted development plans.
- Apply tools to measure return on investment in training.
- Develop digital and interactive learning programs suited for modern workplaces.
- Strengthen the role of HR as a strategic partner in organizational development.
- Build a sustainable learning culture within institutions.
- Link learning and development with long-term organizational vision.

Course Outlines

Day One: Introduction to Learning & Development Strategies

- The importance of learning and development in modern workplaces.
- Global trends in human capital management.
- Aligning corporate strategy with learning strategy.
- Conducting training needs assessments.
- Tools for identifying skill gaps.
- Case studies from leading organizations.



Day Two: Designing Effective Training Programs

- Steps to building a comprehensive training program.
- Aligning training initiatives with performance outcomes.
- Traditional vs. modern training methodologies.
- Writing measurable training objectives.
- Balancing theory with practice.
- Workshops on creating tailored training plans.

Day Three: Digital Learning and Technological Transformation

- The concept of digital learning and its impact on organizations.
- E-learning platforms and digital learning tools.
- Integrating artificial intelligence into learning systems.
- Gamification and experiential learning methods.
- Opportunities and challenges of remote learning.
- Practical session on developing digital content.

Day Four: Measuring Training and Development Impact

- ROI measurement methods in training.
- Global evaluation models for learning.
- Tools for tracking employee and organizational performance.
- Collecting and analyzing training data.
- Reporting learning impact to top management.
- Case study analysis of training evaluation.

Day Five: Building a Sustainable Learning Culture

- Leadership's role in creating a culture of learning.
- Strategies for embedding learning into daily work.
- Motivating employees to engage in professional development.
- Building partnerships with global training providers.
- Designing a roadmap for sustainable learning.
- Participant presentations of individual learning action plans.



Why Attend This Course: Wins & Losses!

- Gain specialized knowledge from a globally recognized institute.
- Enhance practical skills in designing and delivering training.
- Master tools for measuring training ROI effectively.
- Develop expertise in digital learning and modern tools.
- Align learning strategies with long-term organizational goals.
- Improve career advancement and professional credibility.
- Learn from both global and regional case studies.
- Support organizational transformation through sustainable learning.

Conclusion

The CIPD Learning & Development Program represents a strategic step toward building organizations capable of thriving in uncertain futures. It equips participants with practical skills and comprehensive insights to design innovative learning programs, measure their impact, and embed a culture of continuous learning within institutions.

In a rapidly evolving world, investing in learning and development is not just an option—it is a necessity to ensure organizational success and long-term competitiveness on both local and global scales.

