

CTP

CERTIFIED TRAINING PROFESSIONAL (CTP) PROGRAM



Incorporating 5 contemporary courses:

The Trainer In The Organization
Training Needs Assessment
Training Design
Training Implementation
Training Evaluation

In Collaboration with:
Dr. Mario A del Castillo



Jointly awarded by
ARTDO INTERNATIONAL
(Asian Regional Training and
Development Organization International)
& Institute of Training and Development (ITD Group)



Message President Emeritus ARTDO International

ARTDO International's basic philosophy is "to help others help themselves" so in collaboration with the Institute of Training and Development (ITD), the unique "Certified Training Professional" (CTP) program was developed to bridge the gap between the increasing expectations of the business world and the number of professional trainers currently available.

Working adults are beginning to demand quality training from qualified professionals and to fulfill this need, ARTDO International has undertaken a timely and positive step forward to accredit trainers who have undergone a rigorous program based on a well-developed methodology to bring out the best in them. Combining ARTDO's extensive resources and ITD's teaching talents, the CTP program marks a significant milestone in the field of training professional trainers.

Anyone can claim to be a trainer but to stand above the rest, one must be a certified training professional.

On that note, I wish you great success in the journey through the exciting world of Human Development. Indeed, the best is yet to come.

Dato' Dr. Thomas Chee Khay Huat
President Emeritus, ARTDO International

ARTDO International - ITD Certified Training Professional Program

The Certified Training Professional designation recognizes individuals who have completed the CTP Program. ARTDO International and all of its member organizations recognize that those individuals so designated possess the competencies expected of a training practitioner.

The Certified Training Professional (CTP) Program is offered by the ARTDO International in collaboration with the Institute of Training and Development (ITD). The award is given upon the satisfactory completion of a five-module competency-based skills development program which lasts for ten days and the submission of a set of required certification reports indicating the demonstration and application of the set of training competencies in an actual work-related setting within a ninety day post-training assessment period.

Participants are expected to satisfactorily perform the tasks of a training professional using the set of twenty training competencies specified by ARTDO International & ITD.

Who Should Attend

Training managers, training specialists, design specialists, learning specialists, teachers, lecturers, facilitators and technical experts who are required to do training, individuals who see training as a significant part of their work life.



“The program delivers results and a great ROI for those who are serious about improving the quality of their training. It was a very insightful course for me as it really goes to the heart of what training is all about.”

Sivalingam Navaratnam
General Manager
Securities Industry Development Corporation,
Malaysia

CERTIFIED TRAINING PROFESSIONAL (CTP) PROGRAM



The CTP Program



The five modules expand on the well-accepted ADDIE model consisting of Analysis, Design, Development, Implementation and Evaluation.

MODULE 1

THE TRAINER IN THE ORGANIZATION - 1 DAY

Competency focus

- Organizational Awareness
- Performance Awareness
- Training Process Awareness

Purpose of the module

- Provides a business-wide strategic perspective to training and development
- Introduces participants to adult learning theories and principles
- Introduces the training process framework as basis for skill development

Module objectives

- Develop an HRD strategy map
- Given a case study, develop an HRD scorecard
- Provide examples of applied adult learning theory
- Identify the elements of the training cycle

Content

Morning session	Afternoon session
• Overview and introductions • Expectations of participants • Organizations as systems • High performance cause-and-effect linkages	• Understanding performance • The training process • ARTDO training competencies • The trainer within the organization

MODULE 2

TRAINING NEEDS ASSESSMENT - 2 DAYS

Competency focus

- Job Analysis
- Data Gathering and Analysis
- Questioning and Listening
- Problem Identification

Purpose of the module

- Provides a realistic needs analysis approach
- Provides a how-to approach to needs analysis
- Provides a faster needs analysis procedure
- Participants are provided with enough practice sessions on the 'how-to's'
- Develops your credibility among managers in your organization

Module objectives

This workshop enables participants to develop competencies in:

- Planning a needs analysis system
- Performing job/task analysis
- Designing survey questionnaires

“The training is wonderful and timely. I have learnt to look at RESULTS BASE. This will help improve my ability to deliver well.”

Robert N. George
UN Mission – Liberia (UNMIL)



Module objectives (cont'd)

- Conducting performance related interviews
- Conducting focus groups
- Determining causes and solutions for job performance problems
- Determining the cost-benefits of training

Content

Day 1

Morning Session	Afternoon session
• The purpose for TNA • Analyzing performance problems - a framework • Making a TNA project design • Sources of data	• Data gathering techniques • Data gathering tools

Day 2

Morning Session	Afternoon session
• Preparing for a TNA interview • Conducting the TNA interview • Questioning and listening skills • Role playing exercises	• Job analysis techniques • Competency mapping • Identifying performance gaps • Preparing a training recommendation

MODULE 3

TRAINING DESIGN - 2 DAYS

Competency focus

- Writing Training Objectives
- Job Analysis
- Training Methods
- Training Resources
- Planning and Scheduling

Purpose of the module

- Provides a template for training design and development
- Explains the step-by-step procedure in training design
- Gives sufficient opportunity for participants to do prototype designs
- Introduces the concept of the design matrix
- Encourages creativity in design
- Demonstrates the necessary components of learning outcomes
- Distinguishes between learner-centered and trainer-centered considerations

Module objectives

The participants are expected to gain competencies in

- Job / task – based curriculum development
- Using a participative method of job analysis
- Using mind-mapping techniques in design
- Writing learning objectives using the PCS format
- Writing learning objectives that are always measurable
- Using design parameters
- Using a design matrix
- Designing training programs with immediate back-on-the-job use

“They use the most appropriate approach in conducting CTP training efficiently and effectively. I have gained so much in the 10-day training; especially in the term of ADDIE (Analyze, Design & development, Implementation and Evaluation). I have no doubt in their qualification, potential and skills in delivery CTP program internationally and I can confidently recommend ITD as a solid and reliable supplier, and experts in their field.”

Eunee @ Nur Ainnee Binti Abdullah
Genting Centre of Excellence

“The program delivers results and a great ROI for those who are serious about improving the quality of their training. It was a very insightful course for me as it really goes to the heart of what training is all about. The coverage has given me an in-depth knowledge of training in the present environment.”

Susan Lee
Learning & Development Manager
Vista Point Technologies

CERTIFIED TRAINING PROFESSIONAL (CTP) PROGRAM

Day 1

Morning Session	Afternoon session
• Differentiating affective, skills and cognitive objectives • Differentiating learner-centered vs trainer-centered objectives • Exercises in objectives writing • The PCS format of writing objectives	• The DACUM method of curriculum development • Mind-mapping for creative design • Steps in training session design



Day 2

Morning Session	Afternoon session
• Skill session planning vs theory session planning • Skill task breakdown • The design matrix • Active learning guidelines for design	• Workshop on session plan design • Presentations of output • Steps in training session design



MODULE 4

TRAINING IMPLEMENTATION - 3 DAYS

Competency focus

- Training Logistics
- Learning Style Awareness
- Group Management
- Presentation
- Demonstration
- Facilitation

Purpose of the module

- Provides a theoretical base for adult learning strategies
- Provides strategies for re-designing training programs to suit adult learners
- Introduces strategies built around the multiple modalities model
- Reinforces the active learning principle
- Provides a how-to approach to designing adult learning sessions
- Participants are given sufficient practice sessions and feedback on adult instructional design including re-design of existing programmes

Module objectives

The participants are expected to gain competencies in:

- Applying adult learning theory and principles
- Motivating adult learners
- Setting conditions that are appropriate for adult learners
- Using learning strategies that are effective for adults
- Deliver training sessions around adult learning principles and methods



“After nine months since the end of the session, I am glad to inform that its impact is visible on the way that the integrated Mission Training Centre carries out its trainings, from analysis to evaluation. For instance, our Mission-wide training needs assessment exercise became much more comprehensive, and focuses a lot more on the performance problems that we can help to address. Other than that, there has been a great improvement on the way IMTC trainers design, develop, deliver and evaluate their activities. They definitely have become more professional after the course.”

Juliana Ribeiro
Acting Chief

Integrated Mission Training Centre

Day 1

Morning Session

- How adults learn
- Learning modalities and styles
- Practical opening exercises and ice breakers
- Obtaining full participation
- Making your lectures more effective

Afternoon session

- Alternatives to lecturing - active learning methods
- Experiential learning approaches
- Skill practice sessions



Day 2

Morning Session

- Preparing for an active learning session
- Tips for developing rapport
- Structured learning activities
- Giving and receiving feedback

Afternoon session

- How is facilitation different from other training skills?
- Facilitation skills
- Workshop on facilitation



Day 3

Morning Session

- Workshop on facilitation
- Controlling the process
- Handling difficult situations

Afternoon session

- Workshop on facilitation
- Using props and theatricals
- Applications and debriefing

MODULE 5**TRAINING EVALUATION - 2 DAYS****Competency focus**

- Evaluation Level Awareness
- Use of Evaluation Instruments
- Summarizing and Reporting

Purpose of the module

- Encourages more depth in the level of training evaluation
- Provides the theoretical basis for training evaluation
- Provides the main distinctions among the different levels of evaluation
- Develops the tools of evaluation

Module objectives

The participants are expected to gain competencies in:

- Developing an evaluation system
- Distinguishing the different levels of evaluation
- Developing evaluation methods and instruments
- Preparing an evaluation report

“Training with ITD was the first training that was, in its truest sense “effective” for me. It had all the elements that were not clearly demonstrated in most other programs I’ve attended. It had substance, it reflected on the wealth of knowledge and skills the trainers had in delivering content of the program, it was engaging and it was actually fun! Watching Mario and Armi as they taught us how to get training right from ‘analysis’ to ‘evaluation’ was inspiring; something most of us involved in training aspire to replicate in our own programs. Thank you ITD. Keep up the excellent work!”

Shazreen Zainal
Assistant Manager, Investor Education Dept.
Securities Industry Development Corporation,
Malaysia

CERTIFIED TRAINING PROFESSIONAL (CTP) PROGRAM

Day 1

Morning Session	Afternoon session
• The goals of evaluation • The dimensions of evaluation • The process of evaluation • The measures of evaluation • Making your lectures more effective	• Linking needs assessment, training goals and evaluation • The levels of evaluation • Improving on reaction questionnaires • Improving on knowledge and skills testing



Day 2

Morning Session	Afternoon session
• Measuring results - transfer of learning to the workplace • Measuring benefits - impact of training to business goals	• Translating results and benefits to ROI • Impact analysis



STUDY RESOURCES

Resource Guide

Each participant is provided with the ARTDO International-ITD Resource Guide which includes reading material, techniques, exercises, designs and tips for trainers. Other books recommended by the course leaders may be found at the ITD Resource Center.

Resource Center

Participants may use the resource center at ITD for discussions, research, use of computers, and access to the internet.

Discussion Sites and Bulletin Boards

Participants and course leaders can continually communicate with one another on-line to exchange notes and share ideas.

ASSESSED COMPETENCIES

Within 90 days from completing the CTP program, the participants are expected to apply the newly acquired competencies to actual on-the-job situations. Each participant will accomplish a formatted report (provided by ITD) which requires the concurrence of their immediate supervisor in the organization.

Training Needs Assessment Competency

- Complete a TNA project and submit a TNA report for a work group inclusive of data-gathering instrument used (either self-developed or pre-existing), description of sample population, statistical analysis methods applied and training recommendation

Training Design

- Submit 2 design projects consisting of self-developed training modules inclusive of linkage with TNA recommendation, mind-map, design matrix, training objectives, topic outline, schedule, methods, actual materials, and trainers guide. The module could be new or a re-design of a pre-existing module.

Training Delivery

- Facilitate one (1) structured learning exercise
- Conduct one (1) training session - either skill or theory.
- Demonstrate use of active learning models that are based on multiple modalities and adult learning guidelines.
- Report must be accompanied by an evaluation report from the participants (provided by ITD) in which the trainer/facilitator must receive a general rating average of 7 out of a possible 10.
- Optional submission of video coverage of the sessions conducted

Training Evaluation

- Conduct and prepare a level 1 report - submit copy
- Conduct and prepare a level 2 report - submit copy
- Conduct and prepare a level 3 report - submit copy
- Design a level 4 evaluation system - submit design

COMPREHENSIVE EVALUATION OF EACH PARTICIPANT

Each participant will be evaluated based on the competency criteria at two stages:

- a. at the learning level after the CTP Training Program, and
- b. at the job application level after the submission of competency reports.

The reports will be based specifically on performance against competency criteria. The client organization will be provided with the participant evaluation. Assessment will be 360 degrees with inputs from direct superior, participants, internal/external clients, program facilitators as well as self-assessment by the participant. The Certified Training Professional conferred and recognized by ITD and ARTDO International will be given on the basis of the assessment of completed projects and successful completion of the program.

CERTIFICATION

1. A Certificate of Achievement for each module will be issued by ARTDO International-ITD upon completion of the 10-day training.
2. Certified Training Professional (CTP) will be awarded by ARTDO International-ITD upon completion of all requirements (in conformance with ARTDO International-ITD competency clusters) within the 90-day assessment period after the 10-day training.

ITD Support

The participants will be provided with limited face-to-face coaching support from ITD mentors as well as unlimited contact by e-mail for the duration of their 90-day competency application period. While the criteria may be rigorous, it is our intention to provide all participants with all the means to excel.



ARTDO INTERNATIONAL

ARTDO INTERNATIONAL, formerly known as Asian Regional Training and Development Organization was founded in 1974 as an international non-profit NGO umbrella body comprising national training organizations, training and education institutions, HRD practitioners and multi-national companies from over 30 countries. Based in Asia with its Secretariat in Manila, Philippines, ARTDO INTERNATIONAL organizes a major international Management and HRD Conference annually and confers a region-wide annual "Asia Pacific HRD Award" on outstanding contributors to HRD. It also publishes a reference journal, the "HRD Focus", which is a quarterly newsletter dealing with the latest management and HRD issues and occasional papers on best practices.

Specific objectives

- To assist the formation and growth of training and development organizations and to foster closer relations among these organizations.
- To co-operate with international, private and government organizations and institutions working in the field of HRM and HRD.
- To encourage and sponsor researches and publications designed to meet the training and development needs of the Asia-Pacific region and other parts of the world.
- To upgrade the standards of the HRD profession through a planned programme of education and skills development.
- To serve as an international resource centre for training and development.

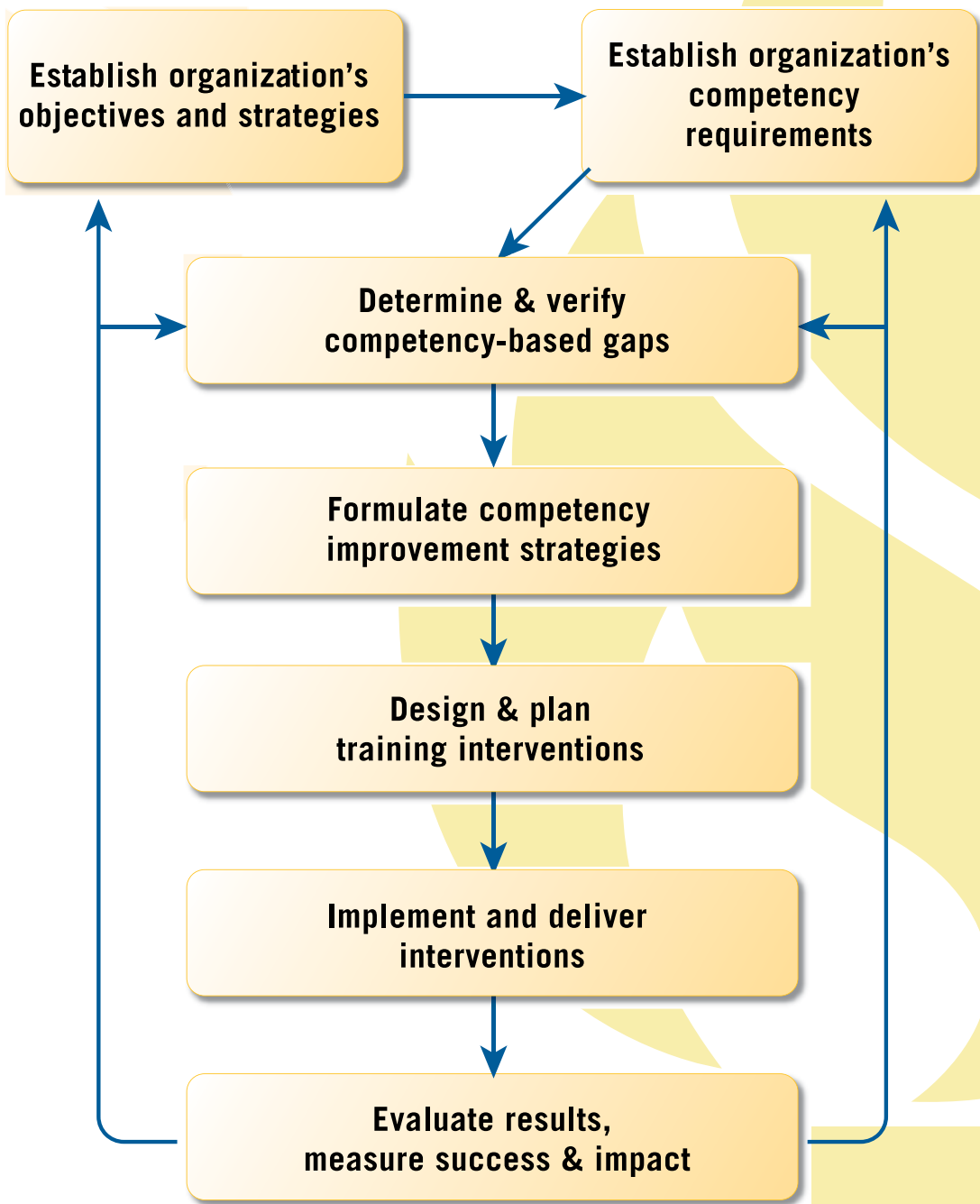
Being an ARTDO International member gives you access to a global network of international bodies and organizations. Some of the members of ARTDO international include:

- Institute of Training and Development (ITD)
- Asian Development Bank (ADB)
- Australian Human Resource Institute (AHRI), (Australia)
- Association of Business Executives (ABE, UK)
- Bahrain Society for Training and Development (Bahrain)
- Civil Service Development Institute (Taiwan, China)
- Chinese Society for Training and Development (Taiwan, China)
- Gas Authority of India Ltd (India)
- Hong Kong Productivity Council, Hong Kong (China)
- Indian Institute of Technology-Delhi (India)
- Indian Institute of Management (Kerala, India)
- Indian Society for Training and Development (India)
- Indonesian Personnel Management Association (PMSM), (Indonesia)
- Indovina Bank (Vietnam)
- International I.T.D. Limited (Thailand)
- Intel Technology (M) Sdn Bhd (Malaysia)
- Kaizen Institute of Japan (Japan)
- Motorola Malaysia Sdn Bhd (Malaysia)
- Macau Productivity and Technology Transfer Centre (China)
- Malaysian Institute of Training and Development (MITD)
- National Service Civil Service Institute (Taiwan, China)
- National Institute of Development Administration (NIDA), (Thailand)
- Philippine Society for Training and Development (Philippines)
- Sarawak Shell Berhad (Malaysia)
- Saudi Aramco (Saudi Arabia)
- Singapore Institute of Management (SIM), (Singapore)
- Team International (Cairo, Egypt)
- Tenaga Nasional Berhad (Malaysia)
- Universiti Sains Malaysia (USM), (Malaysia)
- New Zealand Association of Training and Development, (New Zealand)

CERTIFIED TRAINING PROFESSIONAL (CTP) PROGRAM

ARTDO International-ITD

Training Model



Certified Training Professional Program

Individual Registration Form

Please make copies of this form for registration and retain the original form for future use.



Personal Details

Name (Dr/Mr/Ms) _____

Job Position _____ Date of Birth _____

Organization _____

Total Years of Work Experience _____

Address of Organization _____

Tel _____ Fax _____

Mobile _____ E-mail _____

Acknowledgement

I hereby confirm that I have read and understood the course details, payment information, procedures and policies and have accepted the terms contained therein.

I also confirm that the payment of _____ for the above mentioned program will be made no later than 2 weeks before the program commences.

Applicant's Signature

Date

Please complete this form and send/fax/e-mail it to your relevant ITD centre.

Singapore

Tel: +65 9737 5109

Fax: +65 6223 6521

Email: itdsg@itdworld.com

Penang

Tel: +604 228 3869

Fax: +604 228 6869

Email: itdpg@itdworld.com

Kuala Lumpur

Tel: +603 6203 3880

Fax: +603 6203 3830

Email: itdkl@itdworld.com

Bangkok

Tel: +662 650 9324 to 8

Fax: +662 650 9329

Email: itdbkk@itdworld.com

Ho Chi Minh City

Tel: +84 8 3932 0600

Fax: +84 8 3932 0681

Email: itdhcmc@itdworld.com

Manila

Tel: +632 887 7428

Fax: +632 844 8874

Email: itdmanila@itdworld.com

* Replacement and representatives are allowed, however the fees paid are not refundable.

** Kindly indicate (/) if any of the participants are Vegetarians. Yes () No ()

CERTIFIED TRAINING PROFESSIONAL (CTP) PROGRAM

Examples of ITD Group's Corporate Clients

- 
- AMERICAN EMBASSY
 - ABBOTT LABORATORIES
 - ACCENTURE
 - AGILENT TECHNOLOGIES
 - AJINOMOTO
 - AL RAJHI BANK
 - B. BRAUN
 - BAO VIET
 - BAYER
 - BERLI JUCKER
 - BOONRAWD BREWERY
 - BRITISH PETROLEUM (BP)
 - BUMIARMADA
 - CANON ELECTRONICS
 - CENTRAL BANK OF MALAYSIA
 - CENTRAL BANK OF THE PHILIPPINES
 - CHIYODA PHILIPPINES
 - CHULALONGKORN UNIVERSITY
 - CIMB
 - CITIBANK
 - CPF
 - CP ALL
 - DAI ICHI
 - DAIMLER CHRYSLER
 - DKSH
 - DELL COMPUTERS
 - DHL
 - ERICSSON
 - FIRST SOLAR
 - FUJITSU
 - GENERAL ELECTRIC
 - GENERAL MOTORS
 - GENTING
 - GLAXOSMITHKLINE
 - GRAND DORSETT HOTEL AND RESORTS
 - GREAT EASTERN
 - HEWLETT PACKARD
 - IBM BUSINESS SERVICES
 - INFINEON TECHNOLOGIES
 - INTEL
 - JABIL CIRCUIT
 - JOHNSON AND JOHNSON
 - KASIKORN BANK
 - LIKOM
 - LIPPO KARAWACHI GROUP
 - MALAYSIA AIRPORTS BERHAD
 - MATTEL
 - MAYBANK
 - MEAD JOHNSON
 - MICROSOFT
 - MISTER DONUT
 - MOTOROLA SOLUTIONS
 - NESTLE
 - NIKE
 - ORIENTAL HOTELS
 - OSRAM OPTO SEMICONDUCTORS
 - PETRON
 - PETRO VIETNAM
 - PHILIPPINE AIRLINES
 - PRUDENTIAL
 - PT TELKOM
 - PTT GROUP
 - READER'S DIGEST
 - RENESAS
 - REUTERS
 - ROCHE
 - SACOMBANK
 - SANOFI AVENTIS
 - SCG: THE SIAM CEMENT
 - SCHNEIDER ELECTRIC
 - SECURITIES INDUSTRY DEVELOPMENT CORPORATION
 - SHANGRI-LA HOTELS
 - SHELL
 - SHERATON HOTELS
 - SIEMENS
 - SILOAM HOSPITALS
 - SIME DARBY
 - SM SUPERMALLS
 - SPH: SINGAPORE PRESS HOLDINGS
 - STANDARD CHARTERED BANK
 - STEC TECHNOLOGY
 - SUN POWER
 - THAI AIRWAYS INTERNATIONAL
 - THAI BEVERAGE
 - THOMSON REUTERS
 - TOYOTA MOTOR
 - TRUE CORPORATION
 - UNILEVER
 - UNITED NATIONS MISSIONS
 - WESTERN DIGITAL
 - ZHULIAN



SINGAPORE (HQ for Global R&D)
ITD INTERNATIONAL PTE LTD
7030 Ang Mo Kio Ave 5
#09-90 Northstar @ AMK
Singapore 569880
Tel: +65 9737 5109
Fax: +65 6223 6521
E-mail: itdsg@itdworld.com

MALAYSIA (Head Office)

ITD PENANG
23-A, 23rd Floor Menara
Northam, 55 Jalan Sultan Ahmad
Shah, 10050, Penang, Malaysia.
Tel: +604 228 3869
Fax: +604 228 6869
E-mail: itdpg@itdworld.com

ITD KUALA LUMPUR
Level 3, Block D, Plaza Mont' Kiara
2 Jalan Kiara, Mont' Kiara
50480 Kuala Lumpur, Malaysia
Tel: +603 6203 3880
Fax: +603 6203 3830
E-mail: itdkl@itdworld.com

THAILAND
INTERNATIONAL ITD LTD
Mahatun Plaza Building
888/199 Ploenchit Road
Pathumwan
Bangkok 10330, Thailand
Tel: +662 650 9324 to 8
Fax: +662 650 9329
E-mail: itdbkk@itdworld.com

VIETNAM
ITD VIETNAM
8B Su Thien Chieu St., Ward 7
District 3, Ho Chi Minh City, Vietnam
Tel: +84 8 3932 0600
Fax: +84 8 3932 0681
E-mail: itdhcmc@itdworld.com

PHILIPPINES
ITD CONSULTING GROUP INC
11/F Unit 1108-88 Corporate Centre
141 Valero Street, Salcedo Village
1227 Makati City, Manila
Philippines
Tel: +632 887 7428
Fax: +632 844 8874
E-mail: itdmanila@itdworld.com

ITD was founded on a simple yet powerful vision of enabling organizational & HR development goals that enrich lives & create a better society. ITD's roots can be traced back to 1984 when a group of visionary HRD experts established an institution, which quickly emerged as a leader in its field. ITD's mission then and now remains clear - To continuously excel as the leading multinational provider of superior quality organizational & HR development solutions in the Asia Pacific for national and regional building.

ITD Group's headquarters for global research and development is based in Singapore and its administrative head office is established in Penang and Kuala Lumpur, Malaysia. ITD has centers spanning Malaysia, Thailand, Vietnam, Philippines and Singapore.

ITD Group's six core areas of expertise include Corporate Training; Professional Competency Certification; Business Coaching and Consulting; Mega Events and Conferences; Business Education and Research and Community Service and Networks.

In an increasingly globalized economy driven by knowledge, competency and innovation, ITD can be the people's crucial source of competitive advantage due to its ability to combine expertise and experience from its core areas of expertise. This portfolio synergy allows ITD to better meet the unique development needs of individuals, corporations and the community.

Over the years ITD has earned a sound reputation as a leading training, HRD and education provider having successfully produced thousands of graduates and provided organizational and HR development solutions to a large number of clients throughout the Asian region. ITD's clients include many leading multinational and local corporations.

As an international HRD award winning organisation, ITD has made its mark of excellence in the international HRD arena. It was the winner of the 2006-2007 ARTDO International (formerly known as Asian Regional Training and Development Organisation) International HRD award. This highly prestigious international award is presented to the most qualified organization in recognition for outstanding contribution to international HRD. ITD was also bestowed the Brand Laureate International Award for the Best Brand in Training, by H.E. Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia for 22 years.

As a clear distinction of ITD's commitment to quality and continuous improvement, the Group has attained the ISO 9001:2008 Certification for Global Provision of Training and Development. This simply means that ITD's quality management system is globally applicable and meets stringent international standards.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it's about uplifting and bringing 'light' to people's lives and helping both individuals and organizations attain their aspirations. It is about fulfilling dreams of building a better and more peaceful tomorrow. This is the ITD passion and commitment - a pledge that people can count on.



Global Provision of Corporate Training
and Development
Institute of Training and Development's HQ
Penang, Malaysia