ACADEMY

ToT — Training of Trainers

AİTM's ToT training: training of trainers, training design and facilitation. 20 modules, 100 hours, demo training and assessment. Program and application conditions.

1100 AZN · Prices may change depending on current conditions.

Session plan

01 The Trainer Profession and Ethical Framework (5 hours)

- Roles of Trainer, Facilitator, and Speaker
- Professional Ethical Conduct
- Scope of Trainer Responsibility

02 Adult Learning & Andragogy (5 hours)

- Adult Learning Principles
- Intrinsic Motivation
- Resistance to Learning

03 Psychology of Learning (5 hours)

- Memory and attention mechanisms
- Learning styles
- Behavior change model

04 Training Needs Analysis – TNA (5 hours)

- TNA methods and tools
- Business needs vs. learning needs
- Real-world case studies

05 Setting Training Objectives (5 hours)

- SMART and KSA models
- Measurable outcomes
- Content-objective alignment

06 Training Design and Structuring (5 hours)

- Module sequencing
- Learning flow design
- Effective time management

07 Interactive Training Methods (5 hours)

- Case studies and role-play
- Group work
- Discussion methods

08 Facilitation Techniques (5 hours)

- Managing group energy
- Encouraging participation
- Moderation skills

09 Group Dynamics and Challenging Participants (5 hours)

- Audience types
- Handling objections and resistance
- Conflict Management

10 Public Speaking and Body Language (5 hours)

- Voice, tone, and pauses
- Body language and gestures
- Persuasion techniques

11 Storytelling & Presentation Design (5 hours)

- Story structure in training
- Conveying the message emotionally
- Visual and logical slide design

12 Preparation of Training Materials (5 hours)

- Trainer manual structure
- Preparing participant workbooks
- Task and resource packages

13 Assessment and Feedback Systems (5 hours)

- Formative and summative assessment
- Effective feedback techniques
- Measuring learning outcomes

14 Technology and AI Tools in Training (5 hours)

- Digital training tools
- Content and training design with AI
- Online and hybrid training models

15 Microteaching & Demo Sessions (5 hours)

- Short demo sessions
- Peer feedback and review mechanisms
- Video analysis and development plan

16 Corporate Training and the B2B Environment (5 hours)

- Characteristics of the corporate environment
- Stakeholder expectations
- B2B training formats

17 Trainer Brand and Positioning (5 hours)

- Personal trainer brand
- Establishing expert positioning
- Market differentiation strategy

18 Training Sales and Proposal Preparation (5 hours)

- Training proposal structure
- Pricing and packaging
- Professional client negotiations

19 Ethical Scenarios and Professional Risks (5 hours)

- Real-world ethical situations
- Managing professional risks
- Trainer Code of Conduct

20 Final Demo Training and Certification (5 hours)

- Final demo training session
- Evaluation by the commission
- Certification stage

Contact and enrolment

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