TRAINING INDUSTRY COURSES

TRAINING INDUSTRY COURSES

Invest in your professional development with programs designed specifically to meet your needs as a training manager and to drive the business of learning. Develop the competencies needed to position yourself as a trusted business partner now and in the future.

TABLE OF CONTENTS

3 | WHY PROFESSIONAL DEVELOPMENT?

5 | PROFESSIONAL DEVELOPMENT FOR YOU

6 | CERTIFIED PROFESSIONAL IN TRAINING MANAGEMENT (CPTM™)

8 | TRAINING INDUSTRY SENIOR LEADERS PROGRAM

10 | AGILE CERTIFICATION FOR HR AND L&D

11 | CERTIFICATES

18 | LEARNING JOURNEYS

22 | TRAINING INDUSTRY COURSES FOR GROUPS

23 | WORKSHOPS FOR TEAMS

24 | ABOUT TRAINING INDUSTRY

WHY PROFESSIONAL DEVELOPMENT?

Learning and development (L&D) professionals often overlook their own development needs, yet their capabilities dramatically impact the success of their company's training initiatives.

In fact, research shows **INVESTMENT** in training manager development is the **NO. 1 PREDICTOR** of training organization performance.

Recognizing this, Training Industry Courses are designed specifically to meet your needs as a training manager so that you are prepared to drive business results.

Our programs are founded in nearly two decades of research and content curation, providing a wealth of knowledge on the key characteristics of high-performing training organizations and the key competencies needed to manage them.

By combining unique business experience and an understanding of the learning leader role, our professional development programs can help you establish a common language to communicate the value of L&D to your senior business leaders.

WHAT TO EXPECT FROM A TRAINING INDUSTRY COURSE:

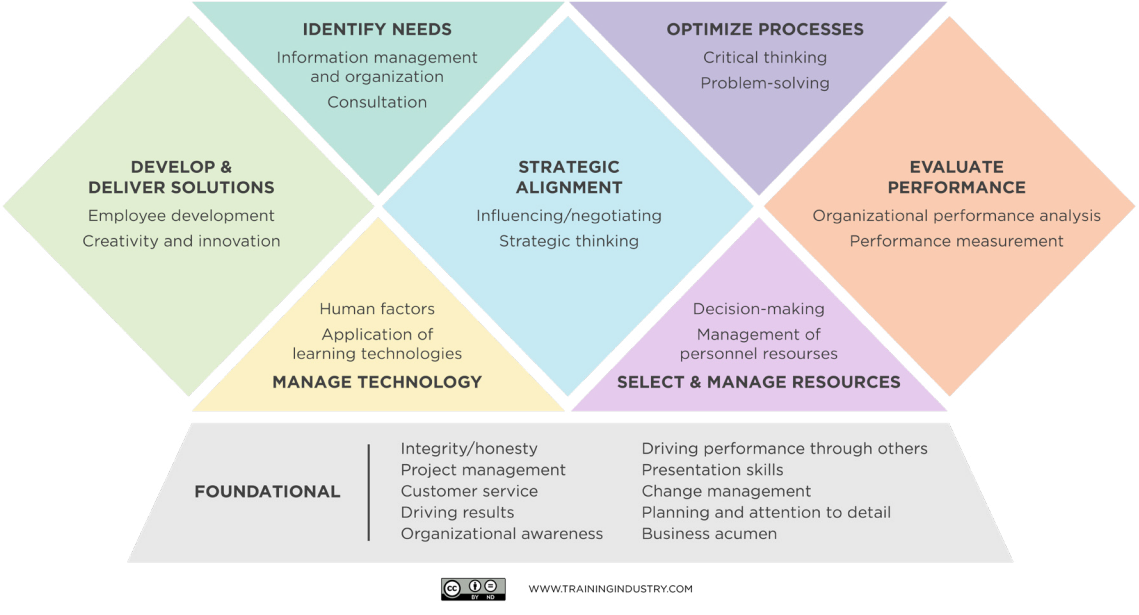
- Research-based courses
- Instructors with expertise
- Engage with a community of peers
- Focused on the role of the learning leader

WHY TRAINING INDUSTRY?

- Sharing expertise on the business of learning for over 20 years
- Offering over a decade of professional development courses serving over 3,500 L&D professionals each year
- Serving a community of global learners and trusted across worldwide organizations
- Pre-approved recertification provider for different HRCI, ATD and SHRM programs

TRAINING MANAGER COMPETENCY MODEL™

All Training Industry Courses align with this model to ensure that current and future learning leaders like you have the specific insights and competencies needed to succeed. You can use our free competency assessment tool to find out your strengths and areas for improvement in each of the competency areas.



WWW.TRAININGINDUSTRY.COM

PROFESSIONAL DEVELOPMENT FOR YOU

WHO SHOULD ENROLL?

Learning leaders in any department who want to create successful training programs linked to organizational goals while continuing their career progression should enroll in Training Industry Courses. Program candidates include:

- TRAINING MANAGERS
- VPs OF LEARNING
- INSTRUCTIONAL DESIGNERS
- INSTRUCTORS
- TRAINING DIRECTORS
- ASPIRING LEARNING LEADERS

CERTIFIED PROFESSIONAL IN TRAINING MANAGEMENT (CPTM™)

CERTIFIED PROFESSIONAL
IN TRAINING MANAGEMENT

The Certified Professional in Training Management (CPTM™) program provides a foundation of knowledge, skills, applicable tools and decision-making models designed to facilitate strategic alignment between the training function and core business goals.

HOW TO BECOME A CPTM™

1. Select a virtual practicum date and register for the program.
2. Complete the 10 eLearning modules (approximately 40-60 hours of self-paced study).
3. Participate in the practicum.
4. Complete and pass the CPTM certification exam.
5. Join the CPTM alumni network.

To get the most out of your virtual practicum, we recommend starting the self-paced eLearning modules at least six weeks before your chosen practicum date. View the full list of practicum dates today to get started.

VIEW UPCOMING PRACTICUMS

WHY BECOME A CPTM?

- Develop the core competencies of a training manager.
- Advance your career in L&D.
- Speak the language of learning.
- Improve business performance.
- Join an elite network of L&D leaders.

CERTIFIED PROFESSIONAL IN TRAINING MANAGEMENT (CPTM™)

Upon successful completion of the CPTM exam, you are awarded a certificate and digital badge affording you the CPTM credential. As a CPTM, you will join a community of training professionals spearheading transformation in L&D practices with access to a continually curated body of knowledge and exclusive alumni professional development events.

4-DAY PRACTICUM PLUS PREWORK

CERTIFICATION AWARDED

VIRTUAL

SESSIONS FOR EVERY TIME ZONE

ENGLISH LANGUAGE

VIRTUAL EXAM

Cost - $3,695 per registrant

Please contact us for special prices for groups of three or more!

LEARN MORE REGISTER

IMPACT OF THE PROGRAM

Last year, **over 90%** of new CPTMs surveyed agreed that earning their CPTM credential increased their confidence at work

9 out of 10 CPTMs have been able to apply the concepts they learned to their job role

1 in 4 CPTMs received a salary increase or promotion within one year of certifying

How have CPTMs been able to impact their organizations?

- Building a training team from scratch
- Launching a new leadership training program
- Restructuring the training organization
- Implementing a new learning management system (LMS)
- Enhancing employee onboarding, technical expertise and learning effectiveness
- Partnering with executive leaders to develop strategically aligned training programs

Training Industry Courses and Events fulfill recertification credit hours for leading HR and training certifications. Learn more.

TRAINING INDUSTRY SENIOR LEADERS PROGRAM

The Training Industry Senior Leaders Program is an elite, modern leadership development experience for senior-level learning professionals ready to lead at the enterprise level. This program provides the strategic, financial and operational capabilities you need to lead with confidence and redefine learning's impact on the business.

WHO SHOULD ENROLL IN THIS COURSE?

- TRAINING MANAGERS
- VPs OF LEARNING
- TRAINING DIRECTORS
- ASPIRING SENIOR LEARNING LEADERS
- L&D BUSINESS PARTNERS

WHY TAKE THIS COURSE?

- Boost executive presence and influence
- Build business acumen to deliver measurable results
- Lead organizational transformation
- Join a powerful executive L&D cohort
- Shape future-ready learning strategies
- Directly apply insights in a realistic business simulation

VIEW UPCOMING COHORT SCHEDULE

TRAINING INDUSTRY SENIOR LEADERS PROGRAM

WHAT TO EXPECT

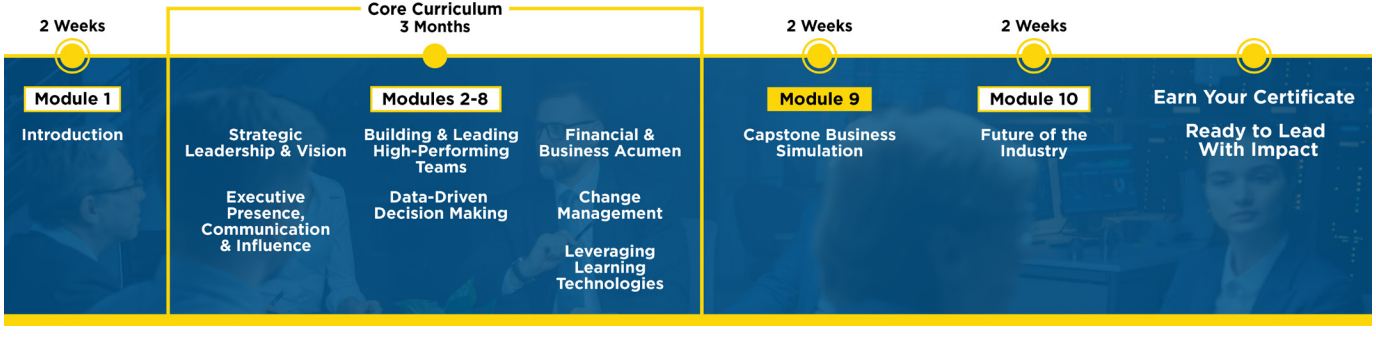
- Commit to a five-month journey blending self-paced preparation with immersive, application-driven live sessions — all designed to equip you for enterprise-level leadership in L&D.
- Engage weekly in executive-level assignments that challenge conventional thinking, drive real-time application and foster peer-level collaboration.
- Join live virtual sessions every two weeks (2-3 hours) designed to accelerate your readiness for enterprise leadership and expand your influence across the business.
- Apply and synthesize your learning with a high-fidelity business simulation, applying strategic, financial and operational concepts in a low-stakes, high-impact environment that mirrors the complexities of executive decision-making.
- Learn from accomplished guest speakers — executive leaders and industry experts who bring real-world perspective and insight into the evolving role of the CLO.

5 MONTHS | CERTIFICATE AWARDED | VIRTUAL | NETWORK OF FUTURE LEADERS | ENGLISH LANGUAGE

Cost - $7,995 per registrant

LEARN MORE | SCHEDULE A CONSULTATION

Your 5 Month Pathway to the C-Suite



AGILE CERTIFICATION FOR HR AND L&D

The Agile Certification for HR & L&D program is designed to revolutionize both L&D and HR practices, creating flexible and proactive systems of change that offer a competitive and adaptive approach. Earning this certification demonstrates your commitment to the Agile design of employee development throughout your organization and designates your expertise as an Agile-certified professional.

3 HALF-DAYS | CERTIFICATION AWARDED | VIRTUAL | SESSIONS FOR EVERY TIME ZONE | ENGLISH LANGUAGE

Cost - $1,895 per registrant

Please contact us for special prices for groups of three or more!

LEARN MORE | REGISTER

EMBRACE THE EVOLUTION TOWARD BUSINESS AGILITY

Spanning 15 hours of live virtual session time, your team will learn about the following aspects of Agile HR and L&D:

- Introduction and expectations.
- What is Agile and Agile HR?
- Complexity and work types.
- Characteristics of agile organizations.
- Agile mindset.
- Leadership in agile organizations.
- Psychological safety.

Training Industry Courses and Events fulfill recertification credit hours for leading HR and training certifications. Learn more.

CERTIFICATES

Certificate programs provide the relevant knowledge and skills needed to manage training in support of specific functional areas. Each certificate adopts a functional perspective encompassing many skills defined in the Training Manager Competency Model™ and allows training managers to identify new approaches to create business value in their specific contexts. Attendees receive a certificate of achievement reflecting their newly gained knowledge, skills and abilities related to the program's area of focus.

Certificates at a glance:

- Support skills in a specific functional area.
- Certificates and digital badges are awarded upon completion, demonstrating advanced knowledge in one or more of the competencies.
- Highly engaging and practical programs to rapidly upskill across multiple competencies.

2-3 HALF-DAYS | CERTIFICATE AWARDED | VIRTUAL | SESSIONS FOR EVERY TIME ZONE | ENGLISH LANGUAGE

Please contact us for special prices for groups of three or more!

LEARN MORE

AI ESSENTIALS FOR L&D

Gain the skills to integrate AI tools for L&D, revolutionize learning strategies and validate your AI skills for career growth.

Over three half-days, you will learn how to:

- Use AI for skills gap analysis, needs assessment, competency mapping and subject matter expert (SME) collaboration.
- Create AI-assisted learning and assessment content, module descriptions and rapidly generate personalized learning pathways and curriculum taxonomies.
- Integrate AI tools and analytics with existing LMS and learning tech platforms and boost stakeholder communication.
- Extract advanced analytics and insights to evaluate training effectiveness and enhance learner engagement.
- Address ethical and privacy concerns in AI-enabled learning environments.

Cost - $1,495 per registrant

LEARN MORE REGISTER

AI ADOPTION AND WORKFORCE READINESS

Gain frameworks needed to design AI learning programs that drive workforce readiness and adoption by building technical skills and AI literacy for confident, effective integration across roles.

Over three half-days, you will learn how to:

- Identify organizational AI training needs and align learning solutions to support adoption and enablement strategies.
- Map job roles, audiences, skills and career pathways to create AI training plans and development journeys.
- Assess skills, define measurable outcomes and deliver targeted training that meets business needs.
- Engage stakeholders to support AI enablement and ensure cross-functional team alignment.

Cost - $1,495 per registrant

LEARN MORE REGISTER

Training Industry Courses and Events fulfill recertification credit hours for leading HR and training certifications. Learn more.

LEADING LEADERSHIP DEVELOPMENT

Learn strategies to successfully manage your organization's leadership development programs and prepare your current and future leaders for lasting success.

Over three half-days, you will learn how to:

- Understand the leadership development process, your leadership pipeline and targeted skills for leaders of all levels.
- Learn common KPIs and assessment strategies and identify key variables that will impact the success of your programs.
- Learn how to choose the right modalities for sustained impact.
- Understand your in-house resources and when to seek vendor support.

Cost - $1,495 per registrant

LEARN MORE REGISTER

COMPETENCY MODELING

Learn how to develop custom competency models for your organization and gain strategies to assess employees' current competency levels and identify skills gaps.

Over two half-days, you will learn how to:

- Utilize multiple sources of information to determine the key competencies associated with a given role or function and assess employees to identify competency gaps.
- Create customized competency definitions and behavioral indicators for your organization.
- Refine, validate and maintain your competency models over time to ensure accuracy and relevance.
- Gain buy-in for your competency models and effectively partner with stakeholders in development and implementation.

Cost - $1,295 per registrant

LEARN MORE REGISTER

Training Industry Courses and Events fulfill recertification credit hours for leading HR and training certifications. Learn more.

STRATEGIC PLANNING

Learn the processes you need to successfully create, implement and maintain a strategic plan that connects training to organizational goals.

Over two half-days, you will learn how to:

- Establish a common language to understand strategic planning as it relates to your learning organization.
- Conduct an environmental and gap analysis.
- Develop a strategic plan, action plan and scorecard, and effectively communicate your plan and its value.
- Conduct a planning conversation with your team and key stakeholders, using the provided concepts, tools and frameworks.

Cost - $1,295 per registrant

LEARN MORE REGISTER

INTERNAL CONSULTING

Gain a deep understanding of your organization's challenges and goals by becoming a trusted internal consultant who partners with business stakeholders.

Over two half-days, you will learn how to:

- Define each step of the consulting process.
- Engage with internal and external stakeholders to identify relevant issues, define clear roles and negotiate solutions and success measures.
- Communicate solutions and potential obstacles.
- Provide and receive feedback in ways that enhance the relationship with stakeholders.

Cost - $1,295 per registrant

LEARN MORE REGISTER

Training Industry Courses and Events fulfill recertification credit hours for leading HR and training certifications. Learn more.

TRAINING NEEDS ASSESSMENT

Walk away armed with a toolkit for improving your needs assessment processes and get to the root of your organization's and learners' needs.

Over two half-days, you will learn how to:

- Conduct a training needs assessment that identifies learning solutions or confirms when training is not the answer.
- Scope realistic timelines and project plans for assessments that support timely business decisions.
- Leverage several ready-to-use job aids to gather data, lead stakeholder meetings and plan projects.
- Position needs assessment as a cost-saving, performance-driving tool within your L&D strategy.

Cost - $1,295 per registrant

LEARN MORE REGISTER

MANAGING TRAINING DEVELOPMENT & DELIVERY

Learn key processes and frameworks to help organize and optimize your training development and delivery projects.

Over two half-days, you will learn how to:

- Develop and deliver training programs using best practices to ensure your programs' success, including consideration for delivery modalities.
- Break down training program development and delivery tasks, including personnel involved and required resources, to build a realistic training plan.
- Optimize training program rollout and delivery messaging to set expectations and encourage buy-in.
- Develop an evaluation feedback loop that communicates impact messaging for your training programs.

Cost - $1,295 per registrant

LEARN MORE REGISTER

Training Industry Courses and Events fulfill recertification credit hours for leading HR and training certifications. Learn more.

LEARNING ANALYTICS

Learn how to incorporate effective analytics practices into your organization with tools and techniques for data collection, preparation, analysis and presentation.

Over two half-days, you will learn how to:

- Integrate better analytics practices into your existing assessment and evaluation processes.
- Define and interpret the different types of learning analytics: descriptive, diagnostic, predictive and prescriptive.
- Leverage technology to improve data collection, diagnosis and analysis, and evaluate data sources to support decision making.
- Interpret data visualizations and determine which visualizations are appropriate based on your data and objectives.

Cost - $1,295 per registrant

LEARN MORE REGISTER

MEASURING THE IMPACT OF L&D

Enhance your ability to evaluate training program success with a comprehensive L&D evaluation plan tailored to measuring the effectiveness of your own unique programs.

Over two half-days, you will learn how to:

- Identify the most appropriate measurement strategy based on your unique training program.
- Identify the proper methods and sources for gathering training and development data based on your evaluation plan.
- Communicate training and development results to an executive audience.
- Apply your knowledge of measurement to real-world scenarios with realistic constraints.

Cost - $1,295 per registrant

LEARN MORE REGISTER

Training Industry Courses and Events fulfill recertification credit hours for leading HR and training certifications. Learn more.

MANAGING LEARNING TECHNOLOGIES

Learn how to select, manage and evaluate various learning technologies to optimize their impact and adopted use.

Over two half-days, you will learn how to:

- Differentiate between various learning technologies on the market.
- Determine which learning technologies are best suited to your organization's specific needs.
- Discuss the learning technologies management lifecycle.
- Integrate technologies to optimize the business impact of L&D.

Cost - $1,295 per registrant

LEARN MORE REGISTER

GET PROFESSIONAL GUIDANCE ON YOUR GOALS

Are you feeling overwhelmed with planning your professional development? Training Industry Courses is here to help! Schedule a 20-minute free consultation with our director of professional development to discuss your (or your team's) biggest goals, strengths, timeline and budget to find the continuing education opportunities that are right for you.

SCHEDULE YOUR CONSULTATION

Training Industry Courses and Events fulfill recertification credit hours for leading HR and training certifications. Learn more.

LEARNING JOURNEYS

Training Industry's Learning Journeys are professional development packages that were expertly curated to fit your unique development needs. Each Learning Journey is based on a selection of core responsibilities defined in the Training Manager Competency Model™, the foundation of our courses for L&D professionals.

These packages include special benefits such as **discounted rates** and **flexibility to select the session dates** that fit your needs throughout your journey.

How Does It Work?

After registering for your Learning Journey, you will receive access to our learning portal where you can select the public session dates and times for each of your learning journey courses that best accommodate your professional development timeline.

VIRTUAL

SESSIONS FOR EVERY TIME ZONE

ENGLISH LANGUAGE

CURATED PROGRAMMING

DISCOUNTED PRICING

Cost - Starting at $4,695 per registrant

LEARNING JOURNEYS

L&D STARTER KIT JOURNEY

Get started on your L&D career growth and enhance your skills in indentifying training needs and delivering effective training solutions.

Courses:

- Certified Professional in Training Management™
- Training Development and Delivery Certificate
- Internal Consulting Certificate

LEARN MORE REGISTER

NEEDS ASSESSMENT JOURNEY

Learn effective needs assessment processes and gain the ability to leverage data to select the right training solutions.

Courses:

- Certified Professional in Training Management™
- Training Needs Assessment Certificate
- Learning Analytics Certificate

LEARN MORE REGISTER

MEASURING IMPACT JOURNEY

Evaluate the performance of your training programs, report on that performance and leverage data to create better training solutions.

Courses:

- Certified Professional in Training Management™
- Measuring the Impact of L&D Certificate
- Learning Analytics Certificate

LEARN MORE REGISTER

LEARNING JOURNEYS

LEADERSHIP JOURNEY

Develop effective leadership programs using competency models to assess skills and ensure alignment with organizational goals.

Courses:

- Certified Professional in Training Management™
- Leading Leadership Development Certificate
- Competency Modeling Certificate

LEARN MORE REGISTER

LEARNING TECHNOLOGIES JOURNEY

Learn to manage learning technologies in your organization and how to select learning technologies that can support business goals.

Courses:

- Certified Professional in Training Management™
- Managing Learning Technologies Certificate
- Strategic Planning Certificate

LEARN MORE REGISTER

L&D STRATEGY JOURNEY

Build the strategic mindset and skills needed to lead L&D functions by mastering training management, integrating AI and aligning learning initiatives with organizational priorities.

Courses:

- Certified Professional in Training Management™
- AI Essentials for Training Managers Certificate
- Strategic Planning Certificate

LEARN MORE REGISTER

AI READINESS JOURNEY

Gain the knowledge and skills to lead AI adoption by applying training management principles, fostering an agile mindset and structuring policies that support organizational change.

Courses:

- Certified Professional in Training Management™
- Agile Certification for HR and L&D
- AI Adoption and Workforce Readiness Certificate

LEARN MORE REGISTER

IS CERTIFICATION RIGHT FOR YOU?

The CPTM program may be just what you need to start aligning training to business goals, while demonstrating that you're a strategic training partner in your organization. There are no prerequisites to earn this certification, whether you are a current or aspiring learning leader. You can use this quiz to find out if CPTM is the right move for you.

TAKE THE QUIZ

TRAINING INDUSTRY COURSES FOR GROUPS

Training Industry Courses offers a wide range of courses delivered across time zones, dates and formats to fit your team's needs. These programs are designed to unite team members, strengthen training impact and align your organization for lasting success.

How Does It Work?

You'll collaborate with our director of professional development to identify the right courses for your team, set an ideal timeline and determine participant involvement, among other details. View the full process here. Schedule a one-on-one consultation to get started.

LEARN MORE | SCHEDULE A CONSULTATION

GROUP DEVELOPMENT OPTIONS FOR L&D TEAMS

Public Virtual Session

Teams will collaborate with L&D professionals from other organizations through staggered attendance and flexible session selection from the course calendar.

Private Virtual Session

Teams of five or more can join a private, virtual instructor-led session tailored to their organization's challenges, with flexible scheduling to maximize time and resources.

Private On-Site Session (In Person)

Groups of five or more can build cohesion and focus through a hands-on, on-site session with the instructor in a central training space.

Individualized Learning Solutions

This option offers tailored learning paths, allowing team members to join different sessions throughout the year to fill skill gaps and boost overall performance.

WORKSHOPS FOR TEAMS

In addition to certifications and certificates, teams can choose from Training Industry's half-day workshops, offered as private virtual or private on-site sessions. These intensive sessions provide a quick, practical way to deepen targeted knowledge and leave with actionable skills.

Workshops available for teams:

- **Strategic Planning Workshop**: Align training to key business goals with a strategic plan.
- **Internal Consulting Workshop**: Partner with stakeholders using key skills and processes for informed training that drives results.
- **Design Thinking Workshop**: Improve learning initiatives using the design thinking process.
- **Diversity and Inclusion Workshop**: Drive proactive and lasting change through D&I initiatives.
- **Budgeting Fundamentals Workshop**: Effectively manage a training budget using tools and research-backed concepts.
- **Learning Analytics Workshop**: Incorporate more effective analytics practices with a new foundation.
- **Managing Remote Learning Workshop**: Deliver more effective and engaging training in a virtual environment.

TRAINING INDUSTRY

ABOUT TRAINING INDUSTRY

Training Industry is a resource for the training manager, providing insights and tools to effectively manage the business of learning. Training Industry's research-based programs, expert-level resources and connection to a network of learning leaders support informed decision-making and drive measurable impact across the training function.

HOW WILL YOU **ADVANCE YOUR CAREER?**

View the course calendar to find upcoming sessions in various time zones throughout the year. Questions? Training Industry's professional development consultants are available to discuss this program and other development opportunities. Contact us at courses@trainingindustry.com or schedule a call below.

VIEW UPCOMING SESSIONS

SCHEDULE A CONSULTATION