



# Train the Trainer

## Become an iQ Certified Trainer

iQ Intelligent Training Pvt Ltd  
206 Skill Spectrum  
Himayatnagar  
Hyderabad  
Andhra Pradesh – 500029  
☎ +91 40 6683 7777  
🌐 <http://www.iqintraining.com>

## Become an iQ Certified Corporate Trainer

---

Training is a growing, dynamic and lucrative industry. It is something that no company can afford to do without. The constant and consistent demand for the improved skill set of a company's personnel, whether it is knowledge based or personality based, is palpable. Organizations demand their staff to be up to date with their people skills, ability to communicate effectively, attitudinal quality and overall aptitude for the work at hand. Therefore training is essential to the success of any business in any industry.

Choosing Training as a profession is a path many would like to follow but they don't know how to start. As an aspiring trainer you may find yourself asking:

- ✓ **How do I become a corporate trainer?**
- ✓ **How do I obtain training contracts?**
- ✓ **How do I identify the needs of potential clients?**
- ✓ **How do I design a training solution to meet their needs?**
- ✓ **How do I develop an impressive training proposal?**
- ✓ **How do I ensure delivery of quality training and ROI?**

It may seem a daunting path to take for many. But, with the right tools and guidance, iQ will light the way for you, just as it has for many aspiring Corporate Trainers.

This 100-hour certification course is lead by Michelle, director of iQ and Betsy, training manager of iQ.

*When I came in the beginning, the person I was then and the metamorphosis that happened during the 6 weeks of the course is vastly different. I am a more professional, mature, and confident person.*

*~ Asha Rupani (TTT Participant)*

*Train the Trainer program of iQ has not only helped me learn how to be a quality trainer, but also taught me something I never expected – the value of being a genuine and compassionate human being! The undivided attention of my trainers to the progress of each participant has given a new insight into my approach towards training. iQ has inspired me a lot in a very unassuming way. The training at iQ has no doubt helped me take a concrete step towards realizing my dream as a corporate trainer.*

*~ Indu (TTT Participant)*

## Highlights of Program

### **Training Methodologies:**

This course is specially designed to enlighten participants on the latest and most effective Training Methodologies. We go into the depths of identifying trainees' needs, how to handle mixed abilities, lesson planning, conducting activities and icebreakers, giving effective feedback and bringing out the best in your students.

### **Client Interaction:**

In today's corporate world it is imperative to understand the demands of the market and how to perform beyond your clients' expectations. As a trainer, it's not enough to just be a good trainer – you have to sell yourself! You need the tools and techniques to have a successful meeting with your potential client, conduct TNA, gap analysis, provide assessment reports, deliver ROI and provide follow-up support.

### **Imparting Voice Training:**

You will become well-versed in the various aspects of Voice and Accent Training such as phonetics, articulation, stress, voice modulation, US and UK accent, neutral accent, and how to overcome MTI. But most importantly, you will learn how to impart these techniques to your trainees and help them develop their language skills.

### **Facilitation Opportunity:**

The transition from theory to practical experience will be facilitated with the opportunity to shadow iQ's trainers and see them in action as well as conducting your own real time classroom training. You will buddy-up with experienced trainers who will be available for any concerns you have. They will provide you with detailed feedback of your sessions to ensure you achieve confidence, a sense of accomplishment and quality output. This is a great chance to practically apply your skills as a trainer and overcome any inhibitions you might have before heading out into the corporate world.

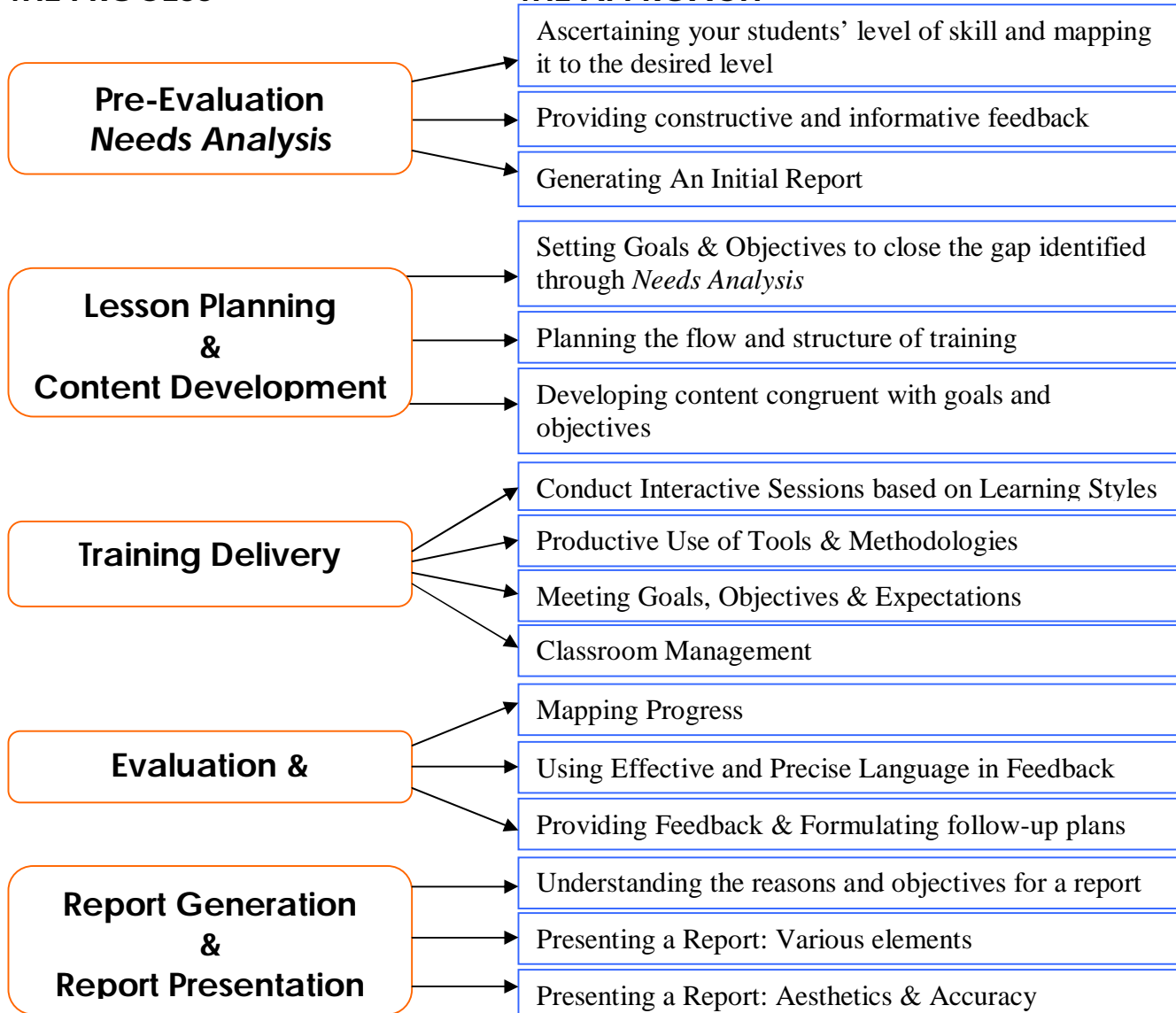
## The iQ Advantage

“Real-time training ONLY through iQ”

iQs TTT course gives you a pragmatic approach by providing you with your own batch to train upon completion of your classroom sessions. This is an all practical approach to becoming an “**Exceptional Trainer**”. Turn theory to practice with your very own training batch. Take your first steps as a trainer under our guidance.

### THE PROCESS

### THE APPROACH



## Course Content

**Classroom Sessions: 54 hours**

### **Module 1: The Trainer's Persona**



Duration: 4 hours

Understanding who we are as trainers and what is expected of us is the foundation lesson that will bring us closer to being exceptional trainers. This lesson discusses the trainer's personality and "other's" perception of trainers. It also explores the 5 Hats a Trainer wears and how to wear it with élan.

### **Module 2: Learning Styles**



Duration: 4 hours

Not every participant learns the same way. We all have our individual likes and dislikes, backgrounds, preconditioning and abilities that make us absorb, adopt and use knowledge in different ways. The match or mismatch between the way that trainers train and the way that students learn has important ramifications for levels of student satisfaction. In this module, we will learn how to identify the different learning styles participants so that goals may be realistically set and the plan of action to follow.

### **Module 3: Training Methodologies**



Duration: 6 hours

A good trainer knows how to impart knowledge and turn it into applied skill sets. Focus on learning and not teaching is the mantra. The search for an effective method is a perennial concern and goal for a responsible trainer. Training is not an end in itself, but rather a means to an end. Therefore, the effectiveness of a training method has to be evaluated by the degree of its attainment of specified goals.

#### **Module 4: Voice & Accent Training**

🕒 Duration: 10 hours

A good trainer ensures a systematic approach to learning English. This involves understanding the way a language functions and works while following guidelines and rules of the language. When it comes to spoken English, it is not only hard to build confidence in speaking out loud but understand spontaneous, authentic English is often difficult as well. Our aim in this module is understanding how to help our students imbibe correct ways of learning a language.

#### **Module 5: Assessments & Feedback**

🕒 Duration: 4 hours

To achieve successful results in training, a trainer needs to evaluate the assimilation levels of the participants. This module will deal setting assessment parameters and levels, designing an scoring pattern based on the parameters and understanding what the achievable results would be at the end of the training program. Most importantly, we will learn how to use effective feedback techniques when communicating the results of these assessments.

#### **Module 6: Lesson Planning**

🕒 Duration: 4 hours

A lesson plan is a framework for a lesson. If you imagine a lesson is like a journey, then the lesson plan is the map. It shows you where you start, where you finish (the destination) and the route to take to get there. In other words, it's the procedure to reach your training goals. This module explores the various elements that feature when developing a lesson plan.

#### **Module 7: Content Development**

🕒 Duration: 6 hours

The process of delivering training is not enough to being an effective trainer. Content development is a core process of training, which is the foundation of a successful training program. A good trainer understands the psychology of adult learning and realizes the critical importance of good learning design. Moreover, every organization has a different learning need and the areas of training also differ from organization to organization. This module will help you design custom courses which target the participant's learning style as well as the client's learning objectives.

**Module 8: Reporting & Documentation** ⌚ Duration: 4 hours

How do we represent the “impact” of training? Do we display responsibility and accountability in our communication? Reporting & Documentation is a valuable extension of your training services and serves as a proof of your commitment to delivering results.

**Module 9: Marketing Yourself** ⌚ Duration: 4 hours

Your potential client is likely to ask you questions about your background, qualifications, previous training experience, any certification, and the results that you can deliver. What is the image you’ve created for yourself? How would you impress upon the potential client that you can deliver what they seek and much more? In this module, we will learn how to strategize our presentation.

**Module 10: Client Relationship** ⌚ Duration: 4 hours

Client Relationship Management is often an area overlooked by many trainers. However, it is the key to a successful program and subsequent business opportunities. So, what makes clients tick? We’ll learn it in this module.

**Module 11: How to give Demo Session** ⌚ Duration: 4 hours

Create the right first impression! It is essential to know how to sell your skills in just one session. This module will delve into the core aspects that we need to focus on during a demo session or even your first training session.

### Detailed Schedule

Classroom Training (54 hrs) will be conducted from November 24<sup>th</sup> - December 20<sup>th</sup>, Monday – Friday from 6:00 pm to 8:00 pm; and Saturdays from 2:00 pm to 8:00 pm

November – Classroom Sessions						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	24	25	26	27	28	29
	Orientation 2 hours	Module 1 2 hours	Module 1 2 hours	Module 2 2 hours	Module 2 2 hours	Module 3 6 hours
December – Classroom Sessions						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	Module 4 2 hours	Module 4 2 hours	Module 4 2 hours	Module 4 2 hours	Module 4 2 hours	Module 5 4 hours
7	8	9	10	11	12	13
	Module 6 2 hours	Module 6 2 hours	Module 7 2 hours	Module 7 2 hours	Module 7 2 hours	Module 8 4 hours
14	15	16	17	18	19	20
	Module 9 2 hours	Module 9 2 hours	Module 10 2 hours	Module 10 2 hours	Module 11 2 hours	Module 11 2 hours

### Facilitation Sessions: ⌚ 20 hours

To be conducted Monday – Saturday from December 8 to January 3, 2009. 2 hour sessions with optional timings to choose from:

⌚ 7:00 to 9:00 am ⌚ 9:30 to 11:30 am ⌚ 12:30 to 2:30 pm ⌚ 5:00 to 7:00 pm

### Certification Sessions: ⌚ 24 hours

The 24 hours training for certification will be scheduled for each participant between January 5, 2009 and January 31, 2009. Participants will conduct a 2 hours session each day for 10 days with optional timings to choose from.

Participants will be provided with a certificate on successful completion of Certification Session.

## **Registration and Course Fees**

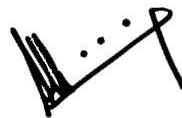
- ✚ The selection process is decided based on a personal interview. You may call Betsy at 6683 7777 to schedule an interview.
- ✚ Last day of registration is Wednesday, November 18<sup>th</sup> 2008. A registration fee of Rs. 500 applies.
- ✚ The course fee of Rs. 18,000 is to be paid within one week of commencement of the course; 50% to be paid on joining and the remaining 50% to be paid by December 1<sup>st</sup>.
- ✚ An in-depth and valuable course workbook will be provided to each participant and is included in the course fee.

Let iQ show you a clear path and support you to reach your goals as a trainer. Give us a call today.

Sincerely,



Michelle Love  
Director, iQ  
michelle@iqintraining.com



Betsy Kipgen  
Training Manager, iQ  
betsy@iqintraining.com