

AMA's Training Certificate Program

Learning Objectives

- Envision, Think Through, and Create a Plan of Action to Ensure an Effective Training Program
- Infuse Training Programs with the Six Elements of Training Success
- Use Training Methods to Reach a Variety of Learners
- Apply Brain-Friendly Techniques to Maximize Understanding and Retention
- Using an Expansive Toolkit, Adjust Techniques to Meet the Needs of Different Learning Situations
- Encourage On-the-Job Application of Knowledge and Skills Through Practice and Feedback
- Recognize the Supportive Training Technologies and Blended Learning Techniques Available in the Market Today
- Overcome Anxiety When Delivering Training

Introduction to Active Adult Learning

- Describe How Adults Learn
- Identify the Six Qualities of an Active Learning Program
- Create an Opening Exercise to Achieve Team Building and On-the-Spot Assessment
- Increase Learner Participation

Assessment

- Identify Information to Obtain in a Training Needs Assessment
- Develop Questions to Use in a Training Needs Assessment

Objectives

- Develop Clear Training Objectives That Are Focused on Outcomes
- Recognize Affective, Cognitive, and Behavioral Objectives

Fulfilling Training Objectives

- Plan a Training Module to Fulfill an Objective
- Use a Variety of Training Methods and Formats
- Recognize Behavioral Style Differences

Introduction to Facilitating Presentations and Activities

- Prepare to Present and Facilitate Your Own Training Segment
- Prepare to Give and Receive Feedback on a Training Segment

Opening Exercises

- Select Opening Exercises to Meet Training Goals
- Facilitate an Opening Exercise

Brain-Friendly Lectures

- Recognize Ways to Make Lectures More Effective
- Conduct Lectures That Are Brain-Friendly

Lecture Alternatives

- Use Alternatives to Lecturing to Address a Specific Training Topic
- Incorporate Lecture Alternatives into Training Programs

Experiential Learning Activities

- Select Experiential Learning Activities to Support Training Goals
- Use Experiential Learning Activities to Meet Training Challenges

Extending the Value of Training

- Incorporate Learning Tools and Approaches into Training Programs
- Select Approaches to Apply Learning Back on the Job

Evaluating Training

- Develop Interim and Final Evaluations
- Differentiate the Four Levels of Evaluation

Facilitating Presentations and Activities

- Deliver a Prepared Training Segment
- Provide Feedback to Others on Facilitation and Nonverbal Behavior
- Incorporate Feedback into Future Training Efforts

Closing Activities

- Use Opening Activities for the Purpose of Reviewing, Self-Assessing, Application Planning, and Celebrating the End of a Training Program
- Summarize Key Learnings and Actions from This Seminar
- Conclude a Seminar in a Meaningful Way