



MADRAS MANAGEMENT
ASSOCIATION

Presents

3-Day Certificate Course on

Train the Trainer

Date : Consecutive Saturdays, Commencing

12, 19 & 26 July 2025

Time : 10:00 AM - 05:30 PM

Objective

This 3-day Certificate Course is designed to transform capable professionals into impactful trainers by equipping them with a structured, strategic, and psychologically sound approach to training. The course focuses on three core pillars:

- **Training Needs Analysis (TNA):** Understanding the why behind training through competency-based and strategic assessment frameworks.
- **Instructional Design & Learning Science:** Building programs that create real-world impact using models like ADDIE, Bloom's Taxonomy, and Gagne's learning conditions.
- **Training Delivery Excellence:** Going beyond "good" to become a "great" trainer—engaging participants with authenticity, storytelling, emotional intelligence, and reflective facilitation.

Course outline

Day 1:-

- Knowledge and Skill Assessment Model
- Job and Task Analysis Assessment
- Framework Competency-based Needs Approach
- Strategic Needs Assessment

Day 2:-

- A well-designed program helps learners to bridge the gap between where they are and where they want to be. Sometimes the gap is knowledge, but sometimes the gap is skills or right mindset. And at other times it is overcoming a habit, changing thought patterns or learning the keys to self-motivation
- ADDIE FRAMEWORK
- Bloom's Taxonomy
- Knowledge – Five levels of learning
- Skills – Five levels of Skill Building
- Whole versus Part Learning
- Massed vs. Spaced Practice
- Relapse Prevention & Whole Learning
- Compliance vs Gaining Commitment
- Gagne's Conditions for learning
- Balancing Depth, Feasibility, and Simplicity
- Progress begets Progress Methodology.

Day 3:-

- Instructional Strategies & Methodologies
- Effective Communication & Persuasive Presentation Skills
- Gaining Attention & Building Credibility
- Sustaining Interest in the classroom
- Power of Emotions
- The Art of Story Telling
- Character, Ethics and Fair treatment of Participants in the classroom
- Managing Classroom Stress and the Importance of Radiating Positivity
- Creating an Atmosphere of Reflection, Contemplation and Subject Mastery
- Power of Enthusiasm and its contagious effect on the classroom

- Framework for continuous improvement.

This course is ideal for:

- Aspiring trainers
- Subject Matter Experts
- Corporate trainers & HR professionals
- Freelancers, educators, and instructional designers
- Managers and team leaders aiming to enhance their internal coaching and mentoring abilities.

- Conduct comprehensive training needs assessments aligned with organizational goals.
- Design effective learning experiences that bridge knowledge, skill, and mindset gaps.
- Deliver sessions with confidence, creativity, and learner-centric methodologies that leave a lasting impact.



Mr. Manoj Keshav

Manoj Keshav is a seasoned Author, Psychologist, and Behavioural Trainer with over 24 years of experience in Training, Counselling, and Coaching. As the founder of NxtNLP Research Institute, his mission is to guide individuals towards realizing their fullest potential. Manoj integrates the latest findings from psychology, neuroscience, and behavioural science into his training methodologies, fostering personal and professional growth.

With an 'Inside-Out' approach, he delves deep into individuals' minds to unearth inner drives and belief systems, facilitating profound transformations. Manoj is passionate about continuous self-improvement and conducts research on topics like neuroscience, emotional well-being, and the psychology of learning. His impressive client portfolio includes leading organizations such as Fidelity Investments, HSBC, NISSAN, TCS, and GE, among others. With a scientific mindset inspired by Charles Darwin, Manoj is dedicated to empowering individuals and organizations to achieve unparalleled success and fulfillment.

Fees :-

For Register

Rs. 6500 + 18 % GST for non-MMA members

Rs. 4750 + 18 % GST fee for MMA members

Early bird 5% for nominations received with participation fee on or before 05th July 2025

*Fee once paid will not be refunded.

Contact us

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