



Pakistan Society for
Training and Development

TTT

1st Dec | 4th Dec
5th Dec | 8th Dec

4 – day program

Train The Trainer

A PSTD FLAGSHIP PROGRAM

Introduction

The PSTD Train the Trainer is a powerful practice-based program designed to take your training skills to the next level. There are five main elements of the PSTD Train The Trainer:

The Basics of Training

the philosophy and the science of learning and training focusing on behavior change.

Design & Development

understand training needs analysis and use it to create powerful learning objectives. Learn instructional design to turn learning objectives into program outlines.

Training Delivery

practice training delivery covering content, tonality, body language, and use of space; use these tools to improve storytelling ability.

Training Evaluation

overview of the Kirkpatrick model of training evaluation.

Training Techniques

learn to open and close training sessions effectively, use ice-breakers & activities, and deal with difficult audiences.

Learning Objectives

At the end of the four days, learners will be:

- Able to demonstrate effective use of clear content, tone, body language, and space
- Equipped to identify the levels of training evaluation and demonstrate an understanding of the application
- More confident in identifying and adjusting to different situations and audiences during training
- Able to use the TNA results to develop learning objectives leading to program outline using instructional design principles

FEES: Members | Non – Members
PKR 80,000/+st | PKR 85,000/+st

Venue: PSTD, Karachi

What you get

- Exposure to multiple trainers & training styles
- Video recording and feedback
- High-quality content
- Checklists, guides, DIYs
- Access to PSTD Online LMS
- Gift pack (for those that pass)
- Weekly assignments
- Final evaluation by corporate leaders

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What You Will Learn

Day 01

Adult Learning Principles – We look at the difference between pedagogy and andragogy. The strategic and tactical demands between being teacher-led and learner-led.

The Trainer's Mindset – Analyze the foundational beliefs of being a trainer. Discussing how our worldview impacts our training methodology and discovering our pragmatic principles for training and development.

Trainer Communication Basics – Practice the four foundational skills of good training communication. We learn to develop clear content, use tonality to create emphasis, leverage body language to support our key messages and utilize space to support the flow of our training.

Effective Storytelling – Take time and turns to deliver and reflect on storytelling techniques. Discover your own style of impact storytelling.

Day 02

Design Backward - Why are we training? This section emphasizes how the design fits in overall training scenario and what the organization will gain from it. We explore the ASK model (Knowledge, Skills and Attitude) and the Addie Model.

Domains of Learning - Match audience and learning domains that the design of training targets (Concentrating on cognitive enhancement, emotional or physical).

Instructional Design: Align Instructions with the objectives of training. This portion will consist of various types of instruction while covering the ISD model. It will start to combine objectives and instructions.

Training Evaluation: Participants will use the lens of combining objectives, instructions and evaluation. We will cover the basics Kirk-Patrick evaluation model and see how it gels with the triangular form. The details will be covered on day 4.

Active and Passive Learning: Combining the factors of instructions and retention how it affects the conversion of what is learned into what can be replicated on the job.

Day 03

Opening and Closing – Learn the importance of the first and the last impressions. Participants practice different ways to open and close their training sessions.

Classic Rhetoric and Humor – Ethos, Pathos, and Logos are classical tools of rhetoric in use since the Greeks. Understand how to use classical rhetoric during training sessions and leverage humor to create impact.

Stimulate Learning and Encourage Participation – Create buy-in from the audiences by engaging them in the training conversation and encouraging learning.

Difficult Audiences and Situations – Learn the best practices for dealing with difficult situations, questions, and learners.

Day 04

Kirkpatrick Model of Training Evaluation – Analyze the meaning of the different levels of training evaluation. How to create and implement a training evaluation process at your business?

Trainer as A Coach – Understand the difference between training and coaching. Discuss skills of a coach that can catalyze our training sessions to create greater engagement.

Final Assessments – The learners get an opportunity to design a 15-minute training module over the course of the 4 days and deliver it to a group of external evaluators on the final day.

Trainer Profiles

DR. HANIF MOHAMMAD

Dr. Hanif Mohammed is a Certified Manager in Training and Development from the American Management Association and has done various courses like discussion Leadership from Harvard Business School and also from AMA, New York, USA. He has more than 19 years of training and consultancy experience globally. Dr. Hanif Mohammed specialises in the areas of Strategy, Financial Modeling, Financial Economics, and Human Resource Management. He holds a PhD in Strategy from California, USA focused towards “Creating Strategic Synergy through Strategic Alliances”. His second PhD is in Business Administration, along with Post Doctorate in Financial Economics. He holds MBA in Marketing with Bi-Major in HRM. He has extensive industry experience he has worked with companies like Shell Pakistan, Pakistan State Oil, Chevron, National Foods, Johnson & Johnson, PharmEvo, Reso Shafi Chemicals, British Council, FICH, WHO; UNO, NICH, TPS, etc.



RUBINA JAMAL

Rubina Jamal is a seasoned training professional with 27 years of experience. She has a Master's degree in Psychology and M.Sc. in Industrial Psychology from the US. She is certified for Level A and B in Psychometric Testing. She has worked as a management consultant in Pakistan, Sri Lanka, the U.A.E. and the Philippines. Her focus is on culture change, organizational development, 360-degree appraisals, DEI, emotional intelligence, presentation skills and leadership training.

She has designed and deployed Mission, Vision and Values Sessions, Performance Review and Development Training, Culture Audits, and other workshops globally. She is an adventure enthusiast, always ready to challenge limiting beliefs and conquer mental blocks.



ASIF KHAN

Asif Ahmed Khan is a professional trainer and consultant. He believes that in every individual lies a great creative power, which has been diluted due to the unnatural restrictions of day-to-day life. Asif has trained thousands of people for over a decade with one clear mission – bring about meaningful change. Asif obtained an MSc Supply Chain from Warwick and an MA Philosophy from Karachi University. He focuses on personal and organizational development through areas like communication and presentation skills, sales, and creativity in classroom and virtual trainings.

In the field of training and consulting, Asif has worked with a variety of clients such as Aman Foundation, Amreli Steels, BASF, British Council, Beaconhouse School System, Chevron, CocaCola, Crescent Steel, Engro Corp, Engro Fertilizer, Engro Energy, Fatima Group, Fauji Fertilizer, Haleeb Foods, House of Habib, and ICI.



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