

Training of Trainers (TOT)

Five days that build a trainer who can design a programme, deliver it and measure its impact — with individual assessment and filmed practice for every participant.

Level	Professional
Duration	5 days · 30 training hours
Fee	1,499 AED
Group size	6 - 14 participants
Delivery	In-house · Public run
Runs each year	8 March and 11 October

All training programmes are accredited by the Sharjah Private Education Authority.

Programme objectives

- Design a complete programme on the ADDIE model, from needs analysis to evaluation
- Write measurable learning objectives and choose activities that actually meet them
- Deliver with confidence, manage the room and hold the clock
- Handle difficult participants and situations you did not plan for
- Measure training impact beyond the happy sheet

Who it is for

New trainers, subject-matter experts asked to train colleagues, training and development specialists, and anyone working towards recognition as a professional trainer.

Prerequisites: At least two years of hands-on experience in your field. No prior training experience is required, but every participant brings one topic from their own domain to deliver during the programme.

Programme outline

Day 1 — How adults learn

- Why andragogy differs from pedagogy, and why a good lecturer can fail as a trainer
- Learning styles and the Kolb cycle
- What makes content stick — and why 70% is gone within a week
- Diagnosing your current style: a first, unfilmed delivery

Day 2 — Designing with ADDIE

- Needs analysis: when training is the answer and when it is not
- Writing objectives with measurable verbs
- Building the session plan against the 40% practice rule
- Workshop: designing the full skeleton of your own pack

Day 3 — Building content and activities

- Choosing the activity that meets the objective, not just the one that entertains
- Case studies, role-play and simulation: when each earns its place
- Designing slides and visuals without clutter
- Preparing the trainer guide and participant workbook

Day 4 — Delivery and managing the room

- Voice, body language and where to stand
- Opening, closing and managing transitions
- Handling the interrupter, the silent, the sceptic and the withdrawn
- First filmed delivery, reviewed one to one

Day 5 — Measurement and final assessment

- The four Kirkpatrick levels in practice
- Building measurement instruments before the training, not after
- Virtual delivery: what genuinely changes
- Second filmed delivery, individual assessment and a personal development plan

Competencies developed

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|--------------------------------|-----------------------------|
| • Instructional design | • Presentation and delivery |
| • Facilitating learning groups | • Constructive feedback |
| • Impact measurement | |

What participants take away

- A complete training pack of your own design, ready to deliver
- Templates: needs analysis, session plan, trainer guide, participant workbook
- Recordings of your deliveries with a written individual feedback report
- A bank of activities and icebreakers indexed by purpose
- An accredited completion certificate on passing the assessment

How it is assessed

Individual assessment on three fronts: a mini training pack the participant designs, two filmed deliveries reviewed one to one, and a short written test. The certificate is awarded on passing all three.

About the company

Innovation Excellence Consulting & Training is a Sharjah-based firm working with government and private organisations across the UAE and the region. We deliver management consulting, excellence award readiness, customer experience, corporate innovation, ISO certification and research — alongside accredited, applied training programmes.

Programmes accredited by the Sharjah Private Education Authority · 3,500+ professionals trained · 40 government and private entities

Why train with us

- No less than 40% of every programme is exercises and case work, not lecturing.
- Programmes designed on the ADDIE model, with cases drawn from the participants' own workplace.
- Trainers with genuine field experience in the work they are teaching.
- Delivered in Arabic and English to the same standard — in-house, public or virtual.

Register for this programme



To register, or to run this programme at your premises, get in touch — or register directly from the programme page on our site.

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Fees are per participant in UAE dirhams and exclude VAT. Confirm the year of each run on our website.