



Investing In Lifelong Learning

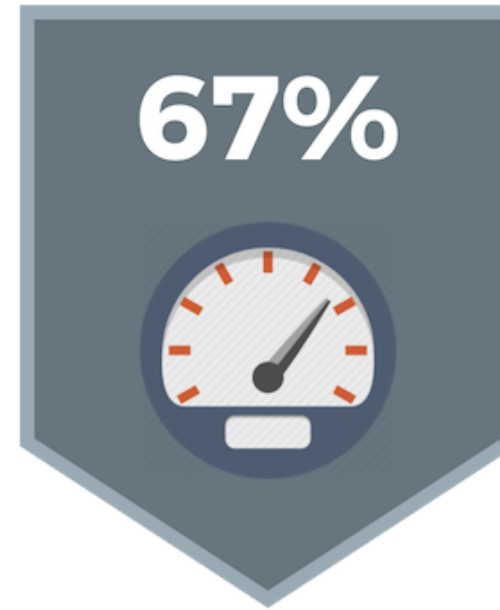
Convince Your Boss



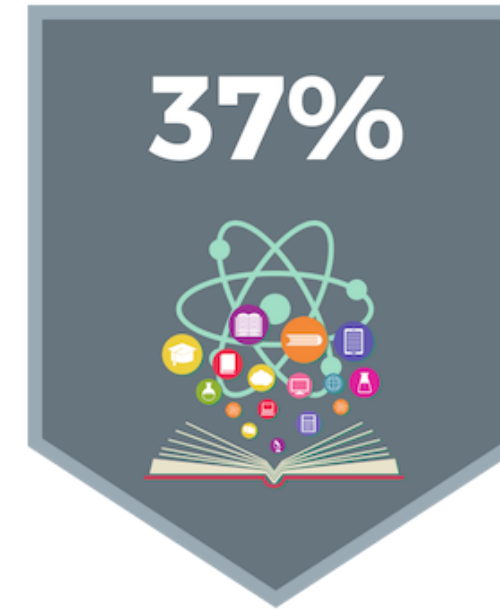
Why Training Is Important for Trainers

Businesses lose up to \$13.5 million per 1,000 employees every year due to ineffective training.

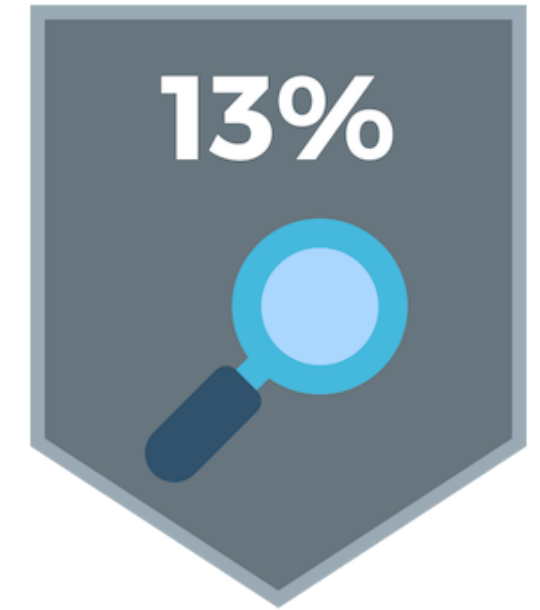
For employee training and onboarding to be successful, trainers need to be properly equipped with the right knowledge and skills.



67%
of talent
development leaders
say lifelong learners
drive engagement



37%
of organizations
actively
encourage
lifelong learning



13%
of organizations
try to identify
lifelong learners

When you regularly train the trainer, you're making sure that the rest of the organization is properly trained.



Why Training Is Important for Trainers

1

Professional Growth of the Trainer and Their Trainees: By investing in the professional growth of your trainers, you're also investing in the careers of your employees. Ensure their training skills and knowledge are updated with new trends and methods.

2

Alignment of Training With Organizational Goals: Every organization has a unique vision and mission. By training the trainer, you're making sure the training programs they create and execute will be aligned with what your company hopes to achieve.

3

Proper Assessment of Employee Competencies: Trainers who are properly equipped with training skills can accurately assess and evaluate whether an employee is ready to step on the floor and make critical business decisions on their own.

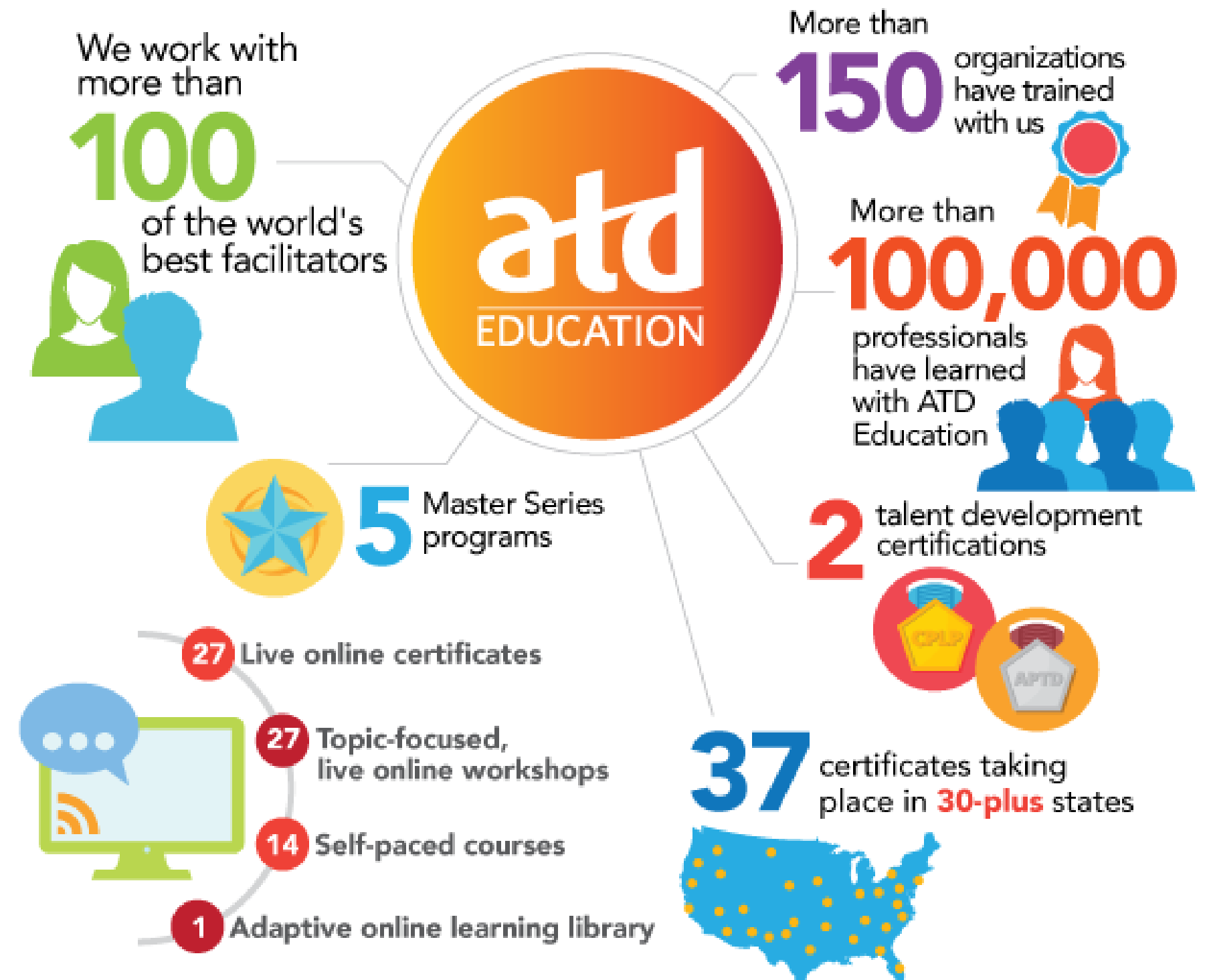
4

Effective Training Program Design and Implementation: When the trainer identifies training gaps, they need to design a training program that maximizes adult learning. They need to know how to tailor their curriculum according to skill levels and learning styles.



Why Choose ATD for Training

For more than 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive.



What Others Are Saying. . .



"I've personally been able to use the ATD courses to redirect my focus and passion from facilitating to instructional design. Without ATD, I don't know that the change would have been possible. Thank you ATD for all you do and offer!"

Adrian Myers
Instructional Designer



"Attending the ATD Master Instructional Designer Program equipped me with the formal knowledge I had been lacking in my career."

Suzanne Taylor
ATD Master Instructional Designer



"The Training Certificate transformed how I approach training, including personalizing my content while making it relevant to diverse audiences. I recommend this course to anyone who wants to deliver an unforgettable training that will enhance their learners' decision-making abilities."

Katie Amin
Global Security Operations Trainer

Mapping Your Learning Path

