

# **CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED**

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CERTIFIED MASTER TRAINER  
(CMT)

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**CONTENT DOMAIN**

# CERTIFIED MASTER TRAINER (CMT)

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The CMT certification program is designed to enhance participants' awareness of their role in the development of **all** categories of staff in an organization – line, supervisors, managers, senior managers, and executives.

Upon successful completion of this program, they will:

- ✚ Have a renewed understanding of the principles and practices of training.
- ✚ Embrace the strategies that will enhance their personal brand as a Master Trainer.
- ✚ Understand the factors impacting the growth of Web-Based Training and its impact on learners and their organizations.
- ✚ Have an enhanced awareness of Lifelong Learning, and its impact and the role that Master Trainers ought to play in it.
- ✚ Have an enhanced awareness of organizational learning and the learning organization, and the role that the Master Trainer should play in its development and implementation.
- ✚ Have a heightened awareness of the impact of learning on corporate competitiveness.
- ✚ Understand what Action Learning is, and how to develop and implement a program of Action Learning in an organization.
- ✚ Understand the Master Trainer's role as a People Development Specialist.
- ✚ Have a heightened awareness of trends in the Training Profession.

# CONTENT DOMAIN

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## ✦ An Overview of the Principles and Practices of Training:

### ✦ Foundations for Effective Training:

- training philosophies.
- personal preferences.
- principles of effective training.

### ✦ Effective Trainer Attributes:

- recognizing attributes as viewed by trainer and trainee.
- distinctions between attributes that influence trainee perceptions and trainee learning.
- attributes of effective trainers.
- the leadership qualities of the effective trainer.

### ✦ Using Learning Objectives:

- criteria for usable learning objectives.
- explaining the taxonomy of cognitive objectives.

### ✦ Learning Styles:

- The four dimensions used in the MBTI.
- Identifying personal learning preferences.
- Planning to meet different learning styles.

### ✦ Effective Training:

- Deciding on primary and supplemental training methods.
- Organizing for workshop/seminar presentation.
- Applying principles of effective training.

### ✚ Interactive Training:

- Reasons why interactive training is necessary.
- Using four major interactive training techniques in the training room.

### ✚ Preparing for Training:

- Developing a model seminar/workshop.
- Communicating expectations to trainees.
- The group training process from the trainee's perspective.

### ✚ Classroom Management:

- Dealing with disruptive trainee behaviour.
- Developing a positive learning environment.
- Identifying and responding to trainee characteristics.

## ✚ **Success Strategies for Master Trainers:**

### ✚ The pivotal position of the trainer in employee development.

### ✚ The four phases in the development and maintenance of the trainer's **Personal Brand:**

- Phase One: Developing a Personal Quality Advantage Program.
- Phase Two: Positioning and selling the Brand.
- Phase Three: Adding Value to the Brand.
- Phase Four: Protecting the Brand.

### ✚ The Master Trainer as Classroom Leader.

### ✚ What Master Trainers Do.

### ✚ The Qualities of the Successful Master Trainer:

- Vision/Mission.
- Self-Belief.

- Communication.
- Honesty, Integrity, Trust.
- Continuous Improvement.
- Professionalism.
- Commitment.

✚ Embracing RRATE in the Training Room.

✚ The Master Trainer as a Service Provider:

- The Trainee-Customer Value Triad.
- Strategies for exceeding expectations in the Training Room.
- Key rules for establishing trust in the Training Room.
- Trainees don't leave a subject ... they leave the trainer.

✚ How to earn a "bankable" reputation as a Master Trainer.

### ✚ **Web-Based Training (WBT):**

✚ What is Web-Based Training?

- Heritage and history of WBT.
- Distance learning.
- Computer-conveyed education.
- Internet technologies.

✚ What does WBT change?

✚ WBT is just-in-time for just-in-time training:

- Reasons for implementing WBT.

✚ WBT is well under way:

- WBT's rapid advance in public and private sector organizations.

- ✚ Why do trainers want to use WBT?
  - What WBT will do for the organization.
  - What WBT will do for the learners.

✚ Evaluating Web-Based Training:

- The ideal use of WBT.
- Advantages of WBT.
- Disadvantages of WBT.
- Estimating costs.

✚ **Lifelong Learning and the Role of the Trainer:**

- ✚ Definitional Issues.
- ✚ Lifelong Learning from the perspective of the workplace.
- ✚ The advantages of Lifelong Learning.
- ✚ The Trainer's role in crafting a Lifelong Learning plan for employees in an organization.
- ✚ Strategies for promoting and embedding a Lifelong Learning culture in the organization.

✚ **Organizational Learning and the Learning Organization:**

- ✚ Organizational learning defined.
- ✚ Concerns of organizational learning.
- ✚ The process of organizational learning.
- ✚ Single- and double-loop learning.
- ✚ The Learning Cycle.
- ✚ Developing organizational learning.
- ✚ The learning organization defined.
- ✚ Problems with the concept of the learning organization.

- ✚ Peter Senge on the Learning Organization.
- ✚ The Five Building Blocks to a Learning Organization by Richard Karash.
- ✚ Learning as an element of corporate competitiveness.
- ✚ Case Study: Sandals and Beaches Resorts as a learning organization.

### ✚ **Action Learning:**

- ✚ What is Action Learning?
- ✚ What Action Learning is not.
- ✚ History of Action Learning.
- ✚ The relevance of Action Learning for organizations.
- ✚ The advantages and disadvantages of Action Learning.
- ✚ How to develop and implement Action Learning in an organization.
- ✚ Case Studies in Action Learning.

### ✚ **Supervisory and Management Development:**

- ✚ Definitional Issues.
- ✚ Why organizations invest in executive education.
- ✚ Continuing education in developing supervisory and management talent.
- ✚ Professional development of university graduates via a Trainee Managers Program: The Case of Sandals and Beaches Resorts.

### ✚ **Executive Education:**

- ✚ Definitional issues.
- ✚ Why organizations invest in executive education.
- ✚ Changing market requirements.
- ✚ Emerging segmentation:
  - Traditional General Management Programs.

- Traditional Focused Programs.
- Customized Programs.
- Organizational Problem-Solving Projects.

✚ Best Practices in Executive Education:

- General Management Programs: Classroom Experience.
- Focused Program: Topic Choice and Marketing.
- Customized Programs: Collaborative Customer Relationships.
- Organizational Problem-Solving Projects: Facilitated Action Learning.

✚ **Other Issues Facing the Master Trainer:**

✚ Training Issues of the 21<sup>st</sup> Century: Globalization and Diversity.

✚ Establishing a Training Culture in an Organization.

✚ Seeking Management Support for the Training.

✚ Trends in the Training Profession:

- Converging forces for transformation of the training profession.
- Implications for the training profession.