CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED

CERTIFIED CUSTOMER SERVICE

TRAINER (CCST)

CONTENT DOMAIN

PROGRAM OBJECTIVES

This program will ensure that candidates attain an increased level of competence in delivering effective training. The program will enhance candidates' ability to plan, develop, implement and evaluate training programs; prepare training budgets; conduct training needs assessment; design instructional materials using learning and instructional theory to ensure quality instruction; use training tools such as openers, ice breakers, exercises/activities, games and support media to enhance learning; increase their knowledge of the training of line employees; enhance their knowledge of the role of motivation; and understanding their role as manager of the classroom.

CONTENT DOMAIN

1. **Definitional Issues:**

   - What is **Training?**

   - What is **Learning?**

2. **The Costs and Benefits of Training:**

   - The Costs of Training.

   - The Four Major Types of Training Costs.

   - The Benefits of Training.

   - Cost-Benefit Analysis.

   - Rate of Return on Investment (ROI).

   - The True Costs of Not Training

3. **Understanding How Adults Learn**

   - The Concept of WIIFM.

   - Pedagogy versus Andragogy.

   - The twelve adult learning principles to guide effective training design and delivery.

   - Learning Styles: Visual, Auditory, Kinesthetic.

   - The Influence of Learning Styles and what it means for Trainers.

   - The Way We Learn New Skills.

   - The factors affecting the learning process.

   - Instructional Techniques that facilitate Adult Learning.

+ The Learning Cycle.

4. **An Approach to Systematic Training:**

+ The Training Cycle: The PIE Approach – Planning, Implementation, Evaluation.

+ The Training Cycle: The Four-Step Approach – Identify Training Needs, Plan the Training, Conduct the Training, and Evaluate the Training.

5. **Making Training Interactive:**

+ Four Interactive Techniques: Role-Playing, Brainstorming, Case Studies, Group Activities.

6. **Trainer Attributes:**

+ The Ten Qualities of Poor Trainers.

+ The Ten Qualities of Excellent Trainers.

+ Effective Trainer Characteristics.

+ Skills needed to Effectively Deliver Learning.

7. **Group Training Issues:**

+ Roles Played by Trainees.

+ Tips for dealing with difficult participants.

+ Room Set-Up: The Impact of Seating Arrangements on the Learning Climate.

8. **The Group Training Process from the Trainee's Perspective:**

+ The Five Stages: Forming, Storming, Norming, Performing, Adjourning.

9. **The Use of Visual Aids:**

+ Guidelines for preparing Visual Aids.

- Why use Visual Aids?

- Types of Visual Aids: Flipcharts, Overhead Transparencies, Handouts, PowerPoint Slides.

10. The Trainer as Communicator:

- The communication equation.

- The elements of visual communication.

- Guidelines to make your verbal communication more effective.

- Listening.

- Active Listening Skills.

- How to Obtain Feedback.

- Barriers to Communication.

- Roadblocks to Communication.

11. The Role of the Trainer as a Motivator and a Manager:

- The Trainer as motivator.

- The Trainer as Manager.

- The Four Functions of Management.

12. Other Issues Facing the Trainer:

- Training Issues of the 21st Century.

- Establishing a Training Culture in an Organization.

- Seeking Management Support for the Training.

- Making Training Stick.

- Common Training Mistakes.