CUSTOMER SERVICE ACADEMY OF JAMAICA LIMITED

CERTIFIED MASTER TRAINER

(CMT)

CONTENT DOMAIN

Certified Master Trainer (CMT)

The CMT designation is open to seasoned trainers with seven years or more years of experience.

The CMT comprises a 3-day (18-hr) review session and a 3-hour theory examination.

AIMS OF CERTIFIED MASTER TRAINER
(CMT)

- ❖ 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

Module One: An Overview of the Principles and Practices of Training

1. Foundations for Effective Training
2. Effective Trainer Attributes
3. Using learning objectives
4. Learning Styles
5. How do you learn best?
6. The way we learn new skills
7. Factors affecting the learning process
8. Instructional Techniques that facilitate adult learning
9. Effective Training
10. Interactive Training
11. Role-Playing
12. Brainstorming
13. Case Studies
14. Smaller Groups
15. Preparing for Training
16. Training Planning Worksheet
17. Workshop Choreography Worksheet
18. An example of an Audience Profile Worksheet
19. *Exhibit – Stage Fright Symptoms and Solutions*
20. Developing effective questions
21. Selecting appropriate methods and activities
22. The four functions of management
23. Communication in training and coaching: Key Principles and Concepts
24. The Attributes of Master Trainers
25. The Seven Habits of Highly Effective Teachers
26. Review Quizzes
27. Class Activities
28. Multiple-Choice Questions

Module Two: Web-Based Training (WBT)

1. What is Web-Based Training?
2. Why should trainers use WBT?
3. Advantages of WBT

4. WBT improves learning
5. Other advantages for learners
6. Disadvantages of WBT
7. Multiple-Choice Review Questions

Module Three: Organizational Learning and the Learning Organization

1. Introduction
2. Why a Learning Organization?
3. How to create a Learning Organization
4. Why Learning Organizations work
5. The Future of Learning Organizations
6. Multiple-Choice Review Questions

Module Four: The Master Trainer's Role in Employee Orientation

1. Orientation Programs
2. Components of an Employee Orientation Guide for Use by Management
3. An Example of an Orientation Checklist
4. Socialization
5. Multiple-Choice Review Questions

Module Five: The Master Trainer's Role as a Coach

1. Definitional Issues
2. What Coaching is Not
3. The Coaching Role
4. The Purpose of Coaching
5. Other Benefits of Coaching
6. When should Coaching take place?
7. Tips for conducting effective coaching
8. Tips for when to coach
9. Characteristics of effective coaches
10. The Coaching Process
11. Two Critical Ingredients of Successful Coaching
12. Wrap-Up – Key Messages
13. How should you Coach?
14. Questions you need to ask yourself on a regular basis
15. Listening and Questioning: A major tool for you to embrace as a coach
16. Practicing Active Listening

17. Making Delegation your Next Powerful Coaching Tool
18. The Ten Qualities of the Successful Coach
19. Summary of Coaching Guidelines
20. This is what each team member wants from you
21. Using the Five Key Principles of Coaching
22. What are the Five Key Principles of Coaching?
23. What to say and what not to say
24. Empathetic Statements you can make to your people
25. Statements you can make to suggest willingness to provide support to your people
26. The Coaching Session
27. The Four Steps to Better Coaching
28. Formal Coaching
29. Informal Coaching
30. How to document coaching sessions
31. *Figure 1: Sample Supervisor's Log*
32. *Figure 2: Sample Team Member Incident Record*
33. Multiple-Choice Review Questions

Module Six: The Master Trainer's Role as a Counselor

1. Definitional Issues
2. Characteristics of Effective Counselors
3. Preparation Guidelines for Counseling Sessions
4. Tips for conducting better Counseling Sessions
5. Figure 1: Counseling Preparation Checklist
6. The Do's and Don'ts of Effective Counseling
7. Counseling an Employee
8. Conducting the Counseling Session – The Five-Step Approach
9. Sample Counseling Sessions
10. Class Activities

Module Seven: The Master Trainer's Role as a Mentor

1. Mentoring – A Leadership Skill
2. Insider Insights
3. What a good mentoring program will do for your organization
4. The business case for mentoring
5. Mentor Skills and Aptitudes
6. Why should you mentor?
7. What's in it for you – the mentor?

8. What will be your responsibilities as a mentor?
9. Qualifications of a mentor
10. Qualifications of a mentee
11. What are the mentee's responsibilities?
12. What's in it for the mentee?
13. The Organization's Mentor
14. The Organization's Mentee
15. Launching the Organization's Mentoring Program
16. Objective of the Organization's Mentoring Program:
    - Factors defining the Organization's Mentor Relationship with the Organization's Mentee
    - The Organization's Mentoring Process
    - Appendices
    - Information Package for the Mentee about to enter a Mentoring Program
    - The Mentoring Process
    - The Roles
    - Overview of the players involved
    - Selecting a Mentor
    - Mentor Orientation
    - Documentation
    - Evaluations
    - The Mentee Development Plan
    - Development Plan
    - Advanced Development Program – Mid-Program Evaluation
17. Self-Assessment
18. Multiple-Choice Review Questions

Module Eight: Supervisory Management Development

1. Continuing education in developing supervisory management talent at the workplace
2. A Three-Day Supervisory Management Development Program: Content Domain
3. What makes a good supervisor
4. Four Functions of Management
5. The Eight Management Leadership Roles and Their Key Competencies
6. What Makes a Good Supervisor
7. Responses that can Communicate Non-Acceptance
8. Leadership Qualities Observed Over the Years
9. Components for Measuring a Company's Organizational Climate

10. Self-Evaluation Activities
11. Yes-No Activities
12. Review Quizzes
13. True-False Activities

Module Nine: Action Learning

1. What Action Learning Is
2. Non-Traditional Learning
3. The Benefits of Action Learning
4. Multiple-Choice Review Questions

Module Ten: Executive Education

1. The Genesis of Executive Education
2. Review Questions

Module Eleven: Training Issues of the Twenty-First Century

1. Introduction
2. Establishing a Training Culture in an Organization
3. Seeking management support for the training
4. Negligent Training
5. Globalization
6. Diversity
7. Managing Workplace Diversity: "A 21st Century Management Challenge"
8. Review Questions