



Corporate Trainer Certified (CTC)[™]

Course of Study

The Corporate Trainer Certified (CTC)[™] Certification, developed exclusively for the Management and Strategy Institute, is designed to give the student a solid understanding of how to implement a training program in a corporate environment.

The program covers all basic training principles and gives the student a solid understanding of corporate training and how it is applied in the work place. The goal of the Management and Strategy Institute is to teach you the key competencies required to function in the role of a trainer within a changing corporate environment. As you go through the training material you will learn the competencies listed below.

The CTC exam is a timed, online exam. It has a required passing score of 65%.

Competencies

This course of study covers the following competencies:

How Training Works

- In this session, you will be introduced to the theory of learning.
 - Learning Outcome: The student will be able to define the theory of learning.

Accelerated Learning (AL)

- The term Accelerated Learning (AL) covers a broad range of domains and encompasses diverse teaching and learning methodologies.
 - Learning Outcome: The student will be able to define accelerated learning. Have an understanding of Positive Learning, Total Learner Involvement, Variety, Collaboration, Contextual Learning.

Instructional Methods

- A trainer's intention is to transfer knowledge to learners.
 - Learning Outcome: The student will be able to define different instructional methods.

Sequence Criteria

- Sequence the course structure based on best practices in line with established learning methodologies.
 - Learning Outcome: The student will be able to develop courses that are properly sequenced.

Content Criteria

- Present your training content effectively while employing established learning principles
 - Learning Outcome: The student will understand which areas you need to focus on and what styles to use when delivering the course material.

How to Plan Your Training

- Use training tools in line with human perception capabilities to maximize information transfer.
 - Learning Outcome: The student will explore a number of guidelines on how to prepare for your training.

Materials Needed for Running a Training Course

- While many of these are obvious additions to a training course, it is still important to cover them.
 - Learning Outcome: The student will have an understanding of the tools needed to lead a training program.

Mastering the Art of Delivery

- Increase learning based on Cognitive Training Model, training theories, and memory patterns.
 - Learning Outcome: In this session, you will be introduced to a number of models and guidelines on how to improve the learning efficiency of your students.

Non-Verbal Delivery Criteria

- Take advantage of multiple channels of communication by exploiting the environment, using body language and training aids.
 - Learning Outcome: In this session, you will learn how to take advantage of non-verbal signals and the training environment to maximize the effectiveness of your training.

Verbal Delivery Criteria

- Use powerful questioning techniques, increase students' participation, coach and handle difficult situations.
 - Learning Outcome: Training involves a lot of talking. Training is not all about lecturing. You need to know how to verbally present your content.

Learning Resources

Recommended:

Material included with your purchase is required reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

Optional:

This material is not required, however it will assist you in becoming a Corporate Trainer.

- Ibraiz Tarique (April 2014) Seven Trends in Corporate Training and Development: Strategies to Align Goals with Employee Needs ISBN-13: 978-0133138887
- Melvin L. Silberman, Carol Auerbach (April 2006) Active Training: A Handbook of Techniques, Designs, Case Examples, and Tips ISBN-13: 978-0787976231

Preparing for Success

In order to successfully complete the CTC exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 3-hours of time.

Frequently Asked Questions

What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.

Will I receive a physical certificate in the mail?

- Yes, MSI will mail you a certificate suitable for framing as well as transcripts.