

## CORPORATE TRAINING & PERFORMANCE

*“Driving Organizational Excellence Through Effective Training and Performance Strategies”*

### Schedule

Date	Venue	Fees (Face-to-Face)
25 - 26 Aug 2026	Manama - Bahrain	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

This 2-day intensive course is designed to equip learning and development professionals, managers, and HR specialists with the essential tools and strategies for enhancing corporate training and improving employee performance. Participants will explore the full training cycle, from needs assessment and instructional design to delivery and evaluation.

The course integrates practical insights and hands-on exercises to ensure participants can apply best practices in developing impactful training programs that align with organizational goals and drive measurable performance improvements.

### Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of corporate training and performance management.
- Conduct effective training needs analyses (TNA) and align training with business objectives.
- Design, deliver, and evaluate impactful training programs.
- Apply performance management strategies to support employee growth.
- Use metrics and feedback to improve training effectiveness and business outcomes.

## Why Attend

- Gain a complete understanding of the corporate training and performance cycle.
- Learn how to align training programs with organizational strategy.
- Develop practical skills for designing engaging and results-driven training.
- Improve employee performance through structured feedback and coaching.
- Access tools and templates for immediate application in your workplace

## Target Audience

This program is designed for:

- Learning and development managers and professionals.
- HR managers and training coordinators.
- Line managers responsible for employee development.
- Performance management and talent development specialists.

## Individual Benefits

Key competencies that will be developed include:

- Enhanced skills in instructional design and training delivery.
- Stronger ability to align training initiatives with business goals.
- Improved coaching, feedback, and performance management techniques.
- Confidence in using evaluation tools to measure training impact.
- Greater adaptability in addressing workforce development challenges.

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved alignment between training efforts and organizational performance.
- More effective, engaging, and cost-efficient training programs.
- Increased employee engagement, productivity, and retention.
- A culture of continuous improvement and learning.
- Stronger leadership pipeline through targeted development initiatives.

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - In-depth sessions on training and performance management frameworks.
- Case Studies - Analysis of successful corporate training programs and performance initiatives.
- Workshops - Hands-on exercises to design training sessions and performance improvement plans.
- Peer Exchange - Group discussions on challenges, innovations, and lessons learned.
- Tools - Templates for TNA, training evaluation, coaching plans, and performance metrics.

## Course Outline

### Detailed 2-Day Course Outline

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Building a Strong Training Foundation

- Module 1: Understanding Corporate Training (07:30 – 09:30)
  - Overview of corporate training and its role in business success
  - Aligning learning initiatives with organizational strategy
  - Exploring the training cycle: design, delivery, and evaluation
- Module 2: Training Needs Analysis (TNA) (09:45 – 11:15)
  - Conducting effective TNA to identify skill gaps
  - Prioritizing training initiatives for maximum impact
  - Gathering data through surveys, interviews, and performance metrics
- Module 3: Designing Engaging Training Programs (01:00 – 03:30)
  - Principles of adult learning and instructional design
  - Developing interactive and learner-centered content
  - Selecting delivery methods: in-person, virtual, or blended

#### Day 2: Enhancing Performance and Measuring Impact

- Module 1: Delivering High-Impact Training (07:30 – 09:30)
  - Facilitator skills and best practices for engaging delivery
  - Managing group dynamics and promoting active participation
  - Using technology and tools to enhance learning experiences
- Module 2: Performance Management Strategies (09:45 – 11:15)
  - Setting clear performance goals and expectations
  - Providing constructive feedback and coaching for improvement
  - Linking performance management with career development
- Module 3: Evaluating Training Effectiveness (01:00 – 03:30)
  - Measuring training outcomes using Kirkpatrick's model
  - Collecting and analyzing feedback for continuous improvement
  - Reporting training ROI to stakeholders and leadership

## Certification

Participants will receive a Certificate of Completion in Corporate Training & Performance, validating their expertise in designing, delivering, and evaluating effective corporate training programs and driving employee performance.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

**In-House / Customized Training**

Interested in running this course for your team?

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