



### Testimonials:

"I... SAID TO ME THAT HE HAD NEVER LEARNED SO MUCH ABOUT PURCHASING AS HE COULD DURING THOSE TWO DAYS OF SHAHZAD PURCHASING SCHOOL TRAINING. THAT'S A WONDERFUL ENCOURAGEMENT OF WHAT YOUR ORGANIZATION STANDS FOR."

"... MY PEOPLE ARE EXTREMELY HAPPY WITH THE PROFESSIONAL & EFFICIENT RECRUITMENT SERVICES PROVIDED BY YOUR RECRUITMENT TEAM."

"THE EARLY RESULTS OF THE COURSES RUN BY YOU ARE VERY PROMISING. THE TEACHING MATERIALS AND TRAINING WITH YOU AS A TRAINER IS THEORETICAL AND PRACTICAL, SO THAT ATTENDEES CAN READILY IDENTIFY WITH BOTH THE PROBLEM AND SOLUTION IN A VERY TIME & REMEMBERED AND USED IN THEIR DAILY WORK."

"I HAVE LEARNED A LOT IN THE TRAINING. I WISH TO THANK YOU FOR THE GREAT TIME. NOW I WISH ALL PERSONNEL OF TADAMUR WOULD HAVE THE CHANCE OF ATTENDING SUCH KIND OF TRAINING WITH YOU AS A TRAINER. THE TRAINING SEMINAR WOULD NOT BE VALUABLE AND EFFECTIVE IF DEMONSTRATION WILL FACILITATE YOU TO RUN SUCH A KIND OF TRAINING."

"THANK YOU FOR YOUR KIND & HAIL. ALL MY COLLEAGUES WERE IMPRESSED BY THE TRAINING COURSE AND THEY LOOK FOR MORE."

"THANKS A LOT FOR YOUR FOLLOW UP & KNOWLEDGE I GAIN FROM YOU. REALLY YOUR COURSE AFFECTED ME A LOT."

"IT WAS REALLY A NICE SESSION. I WAS THROUGHOUT OF YOUR PRESENTATION AND FOUND THIS VERY INFORMATIVE AND PRACTICAL. I WILL TRY TO IMPLEMENT THE SAME THE SUGGESTED AND APPLY THE TECHNIQUES LEARNED IN THE PRESENTATION."

### Training Uniqueness:

- Focus on practical application of theory with real life examples from global companies
- Examples from various industries – FMCG, Oil & Gas, Pharmaceutical, Services, Food Services, Retail, etc.
- Experience sharing from different parts of the world
- Practical handouts/ worksheets for immediate application and use
- Case Studies during the trainings
- Post training assessment

**Shahzad Training & Consulting International (STCI)**  
Lahore, Pakistan  
Learning@shahzadtc.com  
www.shahzadtc.com

### Training Investment:

- Please email at learning@shahzadtc.com

### Payment:

- 100% Advance Payment
- Cancellation charge 50% one week before training; 100% afterwards
- Payment by telegraphic transfer to STCI company account

Dates: TBA

Venue: TBA

Please email your nomination to:  
[learning@shahzadtc.com](mailto:learning@shahzadtc.com)

**Language:** English

**Training Course Level:** Basic – Intermediate – Advanced

**Methods of Delivery:** Instructor Lead Classroom OR Virtual Session of 2 Days Duration; Delivered as a public session OR in-house

**Target Audience:** Department Heads, Top Management, and Managers having technical knowledge that needs to be imparted to part of the organization

Learning and Development is an essential element of any organization's success. All organizations have subject matter experts that help deliver the business. It is essential that these subject matter experts spread this knowledge to their colleagues. To achieve this goal, it is imperative that in addition to technical knowledge, these to be coaches/trainers are able to develop and deliver effective coaching/training programs and become internal trainers.

### Training Course Introduction:

This training focuses on making internal trainers "effective coaches". The training not only focuses on the content development techniques, but also on content delivery. Understanding the audience needs and capabilities and matching with learning and business objectives is essential to be effective. Furthermore, the administration of the training from announcement till post delivery support is discussed in this training.

### Training Objectives:

- To learn how to research the audience and their needs
- To learn how to research relevant content
- To learn how to develop impactful training delivery material
- To learn techniques for effective delivery
- To learn how to administer the training from start to finish
- To learn how to ascertain level of understanding of the audience
- To learn post training activities

### Training Contents:

- Audience Needs Analysis**
  - Using TNA
  - Conducting focus groups
  - Interviews
- Content Research**
  - Internal Needs Assessments
  - External Benchmarking
- Training Delivery Material Development**
  - Delivery Strategy
  - Types of Training Aids
  - Recording Videos
  - Developing Case Studies
  - Preparing Presentation
  - Preparing Manual

### Delivering Trainings

- Opening
- Closing
- Behavior Handling Techniques
- Keeping Audience Involved
- Balancing Learning & Fun
- Conducting Group Exercises
- Teasers

### Training Administration

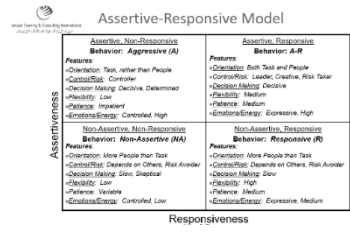
- Checklist
- Ensuring comfort

### Training Effectiveness

- Testing Understanding
- Training Evaluation

### Post-Training

- Monitoring
- Commitment Building
- Knowledge Access



### Training Methodology:

This training includes presentations, demonstrations, and exercises.

### Coach:

This training is conducted by **Ahsan S. Razzaq**. Ahsan possess 28 years of experience in Supply Chain Management from Fortune 500 companies such as P&G, Henkel, Olayan, Savola, Basamh to name a few. Ahsan has worked in Saudi Arabia, Pakistan, Turkey and several other countries. He has worked in several industries such as FMCG, Oil & Gas, etc. His profile can be viewed [here](#).

Date:	ACTIVITY	Pre-Work		Post-Work		Classroom	
		Before	After	Before	After	Before	After
	Training Material - Manual						
	Training Material - Presentation						
	Training Material - Demonstration						
	Questionnaire						
	Practice						
	Post-Work						
	Participant's List						
	Attendance Sheet						
	Group Formation						
	Annual Printing						
	Annual Training & Incentive						
	Pre-training assessment						
	Team Building Exercises						
	Job-related certificate						
	Post-Workshop - Gift						
	Post-Workshop - Gift						