



# CONDUCTING EFFECTIVE TRAINING NEEDS ANALYSIS & EVALUATING TRAINING EFFECTIVENESS

▸ 9:00 am to 5:00pm ▸ 27 - 28 August 2014, Wed - Thu ▸ FMM Kedah Perlis, Sg Petani

## OVERVIEW

Although the training needs assessment is essential for effective efforts, this important component of training and development is often ignored. An effective analysis of training needs assess the needs of individuals and matches these needs to organisational objectives. This allows the organisation's management to agree and implement coordinated, cost-effective and cohesive training programmes.

The evaluation of the training and its effectiveness is probably one of the most discussed but least practiced subject in the training field. Evaluation is a systematic approach and maybe the reason for the failure in practice. Time being a major factor, the training evaluation is not carried out as a functional part of the training itself. The most justified argument must be that without a proper training evaluation, nobody really knows how effective any form of training will be and the cost of training becomes considered as an expense rather than an investment.

This 2-day, interactive workshop presents a systematic approach to the basic building blocks in conducting training needs assessment and evaluating training outcomes. A step-by-step procedure, including sample materials for conducting a cost-effective, data based, legally defensible training needs assessment will be presented. Upon completion of the workshop, participants will be able to prepare, initiate and conduct a company-wide training needs analysis and evaluate its effectiveness for their respective companies.

## TARGET PARTICIPANTS

Trainers, Managers, Executives, Human Resource Development Specialists, and others who make decisions about training and involved in analyzing, designing, and implementing organisational training plans.

## WORKSHOP METHODOLOGY

This is a highly interactive workshop with a balance of workshop cum lectures, individual and group exercises, and an analysis of a real world TNA case study.

## OBJECTIVES

Upon completion of this workshop, participants will be able to:

- Identify organizational issues currently influencing the company's training needs
- Identify the organisation's training needs through needs assessment which utilizes a variety of data collection methodologies including surveys, focus groups and interviews
- Conduct an effective TNA to successfully identify suitable organisational, functional/technical, personal behavioural competencies and skills required to meet organisational vision
- Prepare strategic training plans for the organisation in order to improve competence and achieve more accurate results
- Develop a master plan of recommendations for future training strategies based on the TNA findings
- Analyze the strength and weakness of the current training procedures
- Apply the various evaluation techniques at key stages of your training implementation plan
- Establish a process and evaluation procedure to manage the training effectiveness

## OUTLINE

### 1. TRAINING & DEVELOPMENT BASICS

- TNA in the organisational context
- Training, Development and Education
- Benefits of Training and Development
- Three Es of Training and Development
- The Training System
- Components of a Training System
- The training cycle and TNA

### 2. TRAINING NEEDS ANALYSIS

- Training Needs Analysis Basics
- Why conduct Training Needs Analysis?
- When to conduct a Training Needs Analysis?
- Need for an effective TNA system
- Importance of and performance-based TNA

### 3. THE FORMAL TNA PROCESS

- The 6-Step formal TNA model
- Applications of the formal TNA model

### 4. THREE LEVELS OF NEEDS ASSESSMENT

- Three levels of assessments
- Organisational analysis
- Job/Task analysis
- Individual/Person analysis
- Integration of the 3-level analysis
- Key competencies by employee levels

### 6. TRAINING NEEDS ASSESSMENT TECHNIQUES

- Observations
- Questionnaires
- Work samples
- Group discussions
- Observing records and reports
- Key consultation / Focus Group
- Interviews
- TNA technique selection guidelines

### 5. TRAINING NEEDS ASSESSMENT STEPS

Step 1: Performing GAP analysis

Step 2: Identifying priorities and importance

Step 3: Identifying causes of performance problems/opportunities

Step 4: Identifying possible solutions and growth opportunities

### 7. EVALUATING TRAINING PROGRAMMES

- Why evaluate training programmes?
- Types of evaluation
- Methods of evaluation
- Criteria for measuring training success
- Assessing ROI of training

### 8. ANALYSING THE PRESENT QUALITY PROCEDURE FOR TRAINING

- Reviewing the current procedure
- Identifying the weaknesses in the current procedure
- Sharing some of the other multinational training effectiveness procedures
- Identifying the new needs for evaluation of training effectiveness
- Charting the future training procedure and forms

### 9. UNDERSTANDING WORK BASED COMPETENCY PLAN (WBCP) AS A BASIS FOR MEASUREMENT

- What is WBCP?
- The need for WBCP?
- Elements of WBCP?
- Designing a WBCP?
- An example of WBCP for a Supervisory Program
- Learning how to use the WBCP as a basis for measurement

### 10. MAKING YOUR TRAINING OUTCOMES VISIBLE

- The Benefits
- Creating your Data Base
- Generating your reports
- Different ways of presenting the reports
- Presenting your report to the mgmt. team
- Summary of learning

### TRAINER

**En Ahmad Fauzi** holds an MBA qualification from USM and a Bachelors Degree in Applied Science from Curtin University, Australia. In the past, he has conducted courses such as Management and Supervisory Development, Performance Appraisal, Project Management, Quality Awareness, Leadership & Team Building, Motivation, Communications, Time Management, KPI, Problem Solving Skills, Balanced Scorecard and Good Manufacturing Practices. His working experience includes being a Training Officer with Philips Audio Electronics, a Senior HR Officer with Philips Electronics Supplies, a HR Development Manager with Palmco Holdings and Unico Technology and a Program Manager with Soletron Technology. En. Fauzi is a regular speaker for University Malaya's Faculty of Education, School of Radiography (Hospital KL) and Jabatan Pembangunan Koperasi and has lectured at ITM Shah Alam's School of Arts & Design. During his employment with KODAK Malaysia, he has conducted the popular Audio Visual Workshop & Presentation Skills organized by KODAK for Trainers and Presenters. For the past 17 years, he has conducted courses for Body Fashion, Yamaha, Silitek, Southern Steel, Casuarina Beach Hotel, KOBE, Mitsuoka, Dai-ichi, AKN Industries, Isuta, MODENAS, MINDEF, MMI, Matsushita, Sharp-Roxy, Panasonic, Palmco, Sony, Yuasa Bateri, Singapore Air Security, AicelloSanipak, Singapore Air Terminal Services (SATS) and many others

## Administrative Details

Date : 27 – 28 August 2014 (Wed - Thu)  
Time : 9.00 am – 5.00 pm  
Venue: FMM Kedah Perlis, Sungai Petani  
Fees : **RM750.00 (Members);**  
**RM850.00 (Non-Members)**

(All fees are inclusive of course materials, lunch and refreshments.)

Attendance is by prior registration only. Registration form must be completed and returned to FMM Institute by **22 August 2014** with correct payment by cheque made in favour of 'FMM INSTITUTE' and crossed "Account Payee Only". Payment by cash is acceptable during the day of registration. **Registration is on first-come-first-served basis.**



## ENQUIRIES & REGISTRATION

Contact: **Meeza/ Zai**

FMM Institute Kedah/Perlis Branch,  
No. 2 Tingkat Bawah, Lorong BLM 1/4,  
Bandar Laguna Merbok,  
08000 Sungai Petani, Kedah  
Tel: 04-4403628 / 4403273  
E-mail: [meeza@fmm.org.my](mailto:meeza@fmm.org.my) / [rozainiza@fmm.org.my](mailto:rozainiza@fmm.org.my)

### CANCELLATION & REFUND

- No refund for cancellation within 2 days prior to the programme
- 50% refund for cancellation between 3-6 days
- Full refund for cancellation 7 days prior to the programme
- Registered participants who do not turn up will be charged accordingly
- No additional cost for replacement
- Cancellation must be made in writing

# Conducting Effective Training Needs Analysis & Evaluating Training Effectiveness

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## REGISTRATION FORM

To : FMM Institute (Attn: Meeza / Zai) Fax: 4426876

**Please register the following participants:**

1. Name & Designation : \_\_\_\_\_

2. Name & Designation : \_\_\_\_\_

3. Name & Designation : \_\_\_\_\_

4. Name & Designation : \_\_\_\_\_

(Please attach separate list if space is insufficient)

Submitted by : \_\_\_\_\_

Designation : \_\_\_\_\_

Company : \_\_\_\_\_

Tel : \_\_\_\_\_

Fax : \_\_\_\_\_

Address : \_\_\_\_\_

Email : \_\_\_\_\_

Membership No. : \_\_\_\_\_