ATD Master Trainer® Program

Prove your ability to deliver the most engaging and effective training solutions.

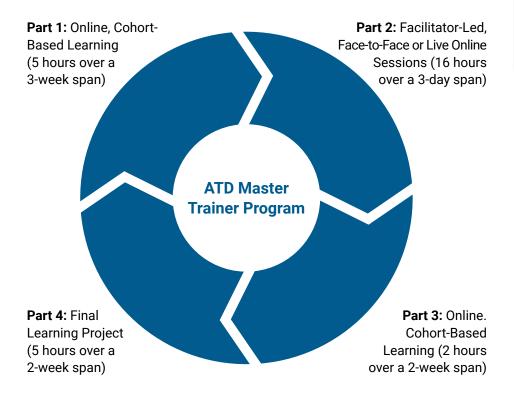|				
ATD Master Designation	Face-to-Face or Live Online + Self-Directed Online Components	28 Hours Over an 8-Week Blended Experience	Aligned to Talent Development Capability Model™	Enterprise Team Training Available

Elevate your skills through this experiential and blended assessment-based program. Grow your knowledge, prove your skill, and challenge yourself. Become an ATD Master Trainer.

The role of the trainer has evolved to include building consultative partnerships, demonstrating facilitation skills dependent on learner dynamics, and reporting on business metrics to validate the effectiveness of the learning solution. Aligned to the Talent Development Capability Model, this renowned program covers the entire process of training delivery, including purpose and assessment, decision making, planning and preparation, presentation and facilitation, performance and evaluation, and business metrics and reporting. You'll be a part of an online cohort and work with your facilitator to lift the conversation about training delivery to the master level, showcasing your ability to adapt to learner needs. Identify where you excel and where you have opportunities for growth. Benefit from a structured and collaborative learning experience and the opportunity to assess your knowledge and skills through discussion, practice, and skills demonstrations.

Earn the Master Trainer designation and digital badge after:

- Completing all online modules
- Completing all course assignments
- Attending the three-day face-to-face or live online sessions
- Completing the skills demonstration assessment

Show, share, and socialize your skills and achievements with ATD's digital badging program!

Successful participants of this program will earn the ATD Master Trainer certificate and digital badge.

Part 1: Online, Cohort-Based Learning (5 hours over a 3-week span)

Part 2: Facilitator-Led, Face-to-Face or Live Online Sessions (16 hours over a 3-day span)

ATD Master Trainer Program

Part 4: Final Learning Project (5 hours over a 2-week span)

Part 3: Online. Cohort-Based Learning (2 hours over a 2-week span)

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ATD Master Trainer® Program

Prove your ability to deliver the most engaging and effective training solutions.

REGISTER

Aligned to the Talent Development Capability Model™, this advanced-level program covers the entire process of training delivery and facilitation, ensuring that you are a valued strategic partner who is well prepared to facilitate learning to meet participants' needs and achieve business goals.

Why You Should Attend

- Accelerate your pathway toward achieving the APTD or CPTD certification.

- Develop and demonstrate mastery of training and facilitation through multiple practice deliveries, including individualized feedback and analysis.

- Earn the industry-recognized ATD Master Trainer designation and digital badge.

- Gain access to tools, resources, and templates to use on the job.

- Receive personalized feedback from your facilitator and peers.

What You Will Learn

- Diagnose your current ability in training delivery with the ATD Master Trainer self-assessment tool, the Learning Prioritization Inventory.

- Demonstrate the ATD essential skills in training delivery, including preparing, creating a positive learning climate, facilitating learning, managing challenges, and evaluating learning.

- Select questions to use when conducting a needs assessment to determine the need for training.

- Apply adult learning principles and cognitive learning theory.

- Describe various models of instructional design (ID).

- Convey measurable outcome-based learning objectives.

- Plan and prepare to conduct a consultative needs analysis conversation.

- Identify best practices for maintaining and enforcing organizational standards.

- Apply decision-making models to a scenario.

- Prepare for a training session by sequencing facilitation.

- Select methods to address learner motivation.

- Define types of delivery media, including facilitating virtual training.

- Identify best practices in learning technology.

- Recall copyright guidelines for use of creative work.

- Create stories, examples, and analogies to connect with participant needs.

- Identify best practices in co-facilitation.

Related Learning Opportunities:

Training Certificate

The premier train-the-trainer program.

Designing Virtual Training Certificate

Design powerful activities for instructor-led virtual training.

Facilitating Virtual Training Certificate

Engage your audience in the virtual classroom.

ATD Master Instructional Designer® Program

Prove your ability. Elevate your design. Develop impactful learning solutions.

ATD Master Performance Consultant™ Program

Analyze performance gaps. Deliver impactful solutions. Foster exemplary performance.

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- Create a culturally aware and inclusive learning environment.

- Facilitate learning using effective questioning techniques and feedback methods.

- Apply relevant solutions to overcome challenges in the classroom.

- Identify assessment techniques to ensure learning outcomes.

- Describe the purpose of coaching.

- Evaluate training for alignment with business outcomes.

- Analyze and evaluate training delivery skills through a detailed assessment review.

Who Should Attend

Experienced professionals ready to elevate their skills and demonstrate mastery in training delivery and facilitation. Roles may include professional trainers, facilitators, training consultants, training officers, corporate trainers, faculty developers, and managers or directors of learning and development.

Eligibility Criteria

To ensure you gain the most from this advanced-level program, you must:

- Have a minimum of three years in the training and facilitating profession.

- Be knowledgeable about effective training techniques (such as managing participants, engaging a variety of learning styles, managing classroom challenges, and creating a positive learning environment) and how to apply them.

- Have experience with developing engaging, learner-centered training solutions.

- Have completed a foundational ATD certificate program, such as the ATD Training & Facilitation Certificate (preferred, not required).

How the Program Works

- Learn research-based best practices from across the Talent Development Capability Model to elevate your training and facilitation skills.

- Engage in a flexible-around-your-schedule program via ATD's online learning platform and facilitator-led sessions.

- Benefit from the role modeling, wisdom, and guidance of an expert ATD facilitator.

- Learn with and from a group of peers through application-based discussions and reflections.

- Personalize your Master Trainer journey by assessing your current skills, adapting scenarios to your context, and demonstrating success with skills practice opportunities.

Elective Course Offering

To support ongoing professional development, ATD master program registration includes a complimentary course elective. Take the ATD certificate program of your choice following successful completion of your ATD master program. Exclusions apply.

Exclusions

Learners cannot enroll in the following as their complimentary elective:

- *Other ATD master programs*
- *Training Design & Delivery Certificate*
- *APTD or CPTD preparation courses and preparation bootcamps*
- *ATD on-demand courses*

COURSE OVERVIEW

Introduction

- **Introduction to Mastery**
- Learning Prioritization Inventory: Activity
- Skills Assessment Topic Selection: Assignment

Week 1: Purpose and Assessment

- **Conducting a Needs Assessment**
- **Cultural Awareness**
- **Learning Sciences**
- Principles of Adult Learning: Activity
- **Instructional Design Principles**
- **Learning Objectives**
- Write Your Learning Objectives: Assignment

Week 2: Decision Making

- **Consultative Partnerships**
- Framing Your Needs Assessment Findings: Activity
- **Decision-Making Models**
- Consulting Activity
- **Compliance and Ethics**
- **Evaluating Impact**

Week 3: Planning and Preparation

- **The Four Dimensions of Training**
- Self-Assessment: Activity
- **Sequencing of Content**
- ROPES Outline: Assignment
- **Instructional Methods**
- Learning Methods and KSAs: Activity
- Put It to Practice: Activity
- **Delivery Media**
- **Best Practices in Global Delivery**
- **Emerging Technologies**
- Emerging Technology Case Studies: Activity
- **Copyright**
- **The Power of Storytelling**
- **Cultural Awareness and Inclusion**
- **Effective Co-Facilitation**
- Co-Facilitation Best Practices and Lessons Learned: Activity

Week 4: Presentation and Facilitation (Live Online or Face-to-Face)

- **Facilitating Discussions and Maintaining Engagement**
- **Focused Feedback**
- **Feedback Models**
- Skills Practice: Creating a Positive Learning Environment: Activity
- **Overcoming Challenges of the Profession**
- Overcoming Challenging Behaviors: Activity
- **Peer-to-Peer Coaching**
- Skills Practice: Activity
- Skills Assessment: Assignment

Week 5: Performance and Evaluation

- **Assessment Techniques**
- Linking Exercises to Learning Objectives and Performance: Activity
- **Evaluating Learning**
- Training Evaluation Levels: Activity
- The Facilitator's Role in Evaluating Learning: Activity
- Self-Assessment Re-evaluation: Activity
- **Coaching and Mentoring**

Week 6: Metrics and Reporting

- Business Results
- Change Management
- Change Blocker Activity
- Performance Support
- Future Readiness and Lifelong Learning
- Memo to Yourself: Activity

Weeks 7 and 8: Final Learning Project

- **Business Results**
- **Change Management**
- Change Blocker Activity
- **Performance Support**
- **Future Readiness and Lifelong Learning**
- Memo to Yourself: Activity

Additional Tools and Resources

- ROPES Model
- Learning Prioritization Inventory
- *TD at Work* Articles
- Learning Methods and KSAs Tool
- Training Delivery and Facilitation Skills Assessment Rubric
- Increasing Job Transfer Checklist

What Participants Are Saying

"The Master Trainer course was hands-down the best and most engaging workshop I've ever attended. Incorporating self-study, hands-on activities, feedback, and elective learning, there was never a dull moment. I am excited to apply what I've learned in my own organization and look forward to attending future ATD training! "

—Miranda Hines, Associate Director
Distance Learning Administration

University of Kentucky

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RESOURCE SAMPLE

Co-Facilitation Checklist

Ensure you are following these best practices for delivering seamlessly with your co-facilitator, a SME, or your virtual producer.

Before the Session

Review the agenda, content, and goals.

Assign responsibilities.

Establish who will be the driver (to keep you on your path or redirect).

Discuss logistics and participants.

Share how you want to receive feedback from one another.

Identify what is expected of each other when the other person is "on."

During the Session

Be supportive and encouraging.

Demonstrate comfort by making supportive statements during facilitation.

Stay mentally engaged even when you're not "on."

Stick to your agreements.

Take care when correcting one another.

Assist each other in tasks when the other is presenting.

Share the tedious or difficult delivery.

After the Session

Give feedback centered around celebrations and opportunities.

Use specific examples to make a point.

Determine two things to do differently in the next session to support the learners' experience.

Share something new you learned from each other.

Celebrate success!

Why Choose ATD as Your Professional Development Resource?

During the last 80 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course

- ✓ Research- and competency-based learning with applied adult learning principles
- ✓ Hands-on practical activities
- ✓ An engaging environment that builds confidence and makes learning personally relevant
- ✓ Actionable take-home materials to ensure real application back at work

95+
Course Topics

900+
Organizations Have Trained With Us

120+
Countries With an ATD Presence

150,000+
Professionals Have Learned With ATD Education

Ready to Get Started?

Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: 855.404.2783
Visit: td.org/LearningPath

Register Online

- **Visit** td.org/LearningPath.
- **Choose** your preferred dates and times.
- **Click** Enroll.
- **Follow** the cart and checkout prompts.

Register a Team/ On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: 888.816.7813
Email: enterprise@td.org

We Are Here to Help You and Your Team Learn, Grow, and Improve!

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