



**RM742
PER PERSON
(INCLUDING 6% SST)**

Access Ideas (M) Sdn. Bhd.

Train The Trainer **NEXT STEP**

Hermann Ebbinghaus hypothesised the decline of memory retention over time. Since learning retention occurs only when the newly received knowledge is stored to the long-term memory, non utilised information will only remain in the short-term memory and drop out after a certain amount of time passes by.

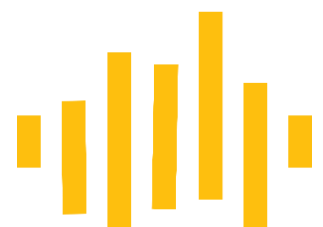
It is with this understanding that we feel lesser active certified trainers require a refresher course to not only recall key lessons from the Train-The-Trainer modules but also rekindle and revive their passion for training and sharing their knowledge and skills to help develop others.

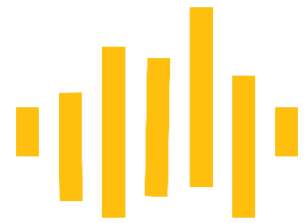
In this 1-day practical course, we aim to get fellow trainers and training providers (TP) to be able to:

- ✓ **Identify their training focus area and positioning**
- ✓ **Plan their professional training business direction**

**TARGET
PARTICIPANTS**

HRD Corp Train The Trainer Certified Trainers, especially those who received their certification before 2019.





**COURSE
CONTENT**

Module 1: Find Your Niche

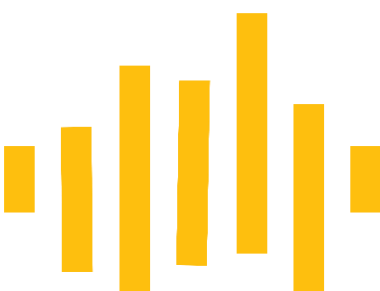
- **Finding Your Target Market and Target Audience**
- **Review Your Trainer's profile**

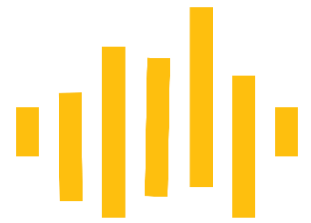
Module 2: Set-up Your Training Business

- **Marketing Strategies and Activities**
- **Core Structure of a Training Business**
- **Planning Your FirstStep**

**TRAINING
METHODOLOGIES**

This session is expected to be highly interactive with open discussions, Q&A, and two-way experience sharing session. Participants are advised to come in ready with a goal in mind as to not waste precious face time.

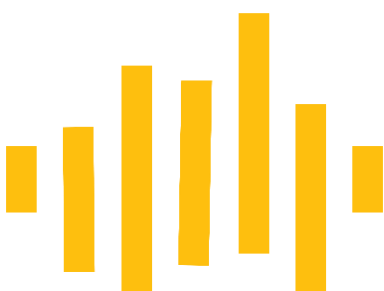


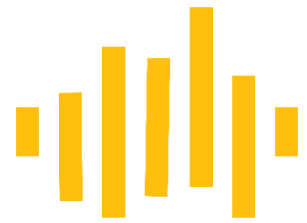


Ahmad Fauzan Othman is the Lead Trainer for HRD Corp Train-the-Trainer certification course and focuses on Trainer Competency Development. He has trained various level of employees from the private and public sector. He has been in the training industry since 2007, delivering topics on self-development towards personal and team productivity.

Fauzan has also been actively writing and has published more than 15 books to-date on self-development and training related topics. Coming from a Japanese education and Japanese work culture experience background, he incorporates concepts like IKIGAI, KAIZEN and others into practical and workable templates.

His list of clients covers a wide range from MNC companies to government bodies. Among his past participants were, Sime Darby, PERODUA, Molex, AmMetLife Takaful, SME Bank, INSKEN, MPOB, Kementerian Dalam Negeri, UniSZA, UMT and many more.



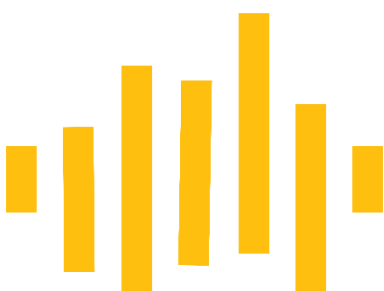


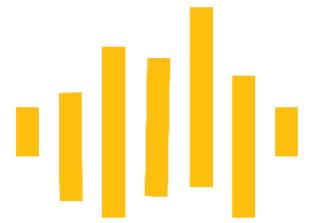
TRAINER'S PROFILE

Zati Hanani focuses on personal productivity topics and over the years, has conducted various training programs for both private companies and government agencies. Her core programs include Professional Image Grooming and Etiquette. Besides that, she also focus on Self Management (Time Management & Work Management).

Working as an executive with Institut Bank-Bank Malaysia (IBBM) after graduating from Financial Sector Talent Management Programme (FSTEP) after 1 year training, she started out with coordinating training programs for the company. She also coordinated Public Programmes with other strategic partners such as Bank Negara Malaysia, Cyber Security Malaysia, Firmus, INSPIN, and Dewan Bahasa Pustaka.

Her list of clients so far includes Naza Corporation, Perodua, Kolej Yayasan Saad Business School, Jabatan Perkhidmatan Awam (JPA), MARA, ASWARA, IPK Melaka, UDA Holdings, UDA Land, UDA Mall Sdn Bhd, Lembaga Minyak Sawit Malaysia (MPOB), Murni Nursing College, Apex Investment Sdn Bhd, Permintex Sanko, Kementerian Pembangunan Wanita, Keluarga & Masyarakat (KPWK), Majlis Perbandaran Ampang Jaya (MPAJ), H5 Food Industries and many more.





**PROGRAMME
DATES
& VENUE**

2023

May

13th May

Everly Hotel Putrajaya

**venue and time are subject to change*

**FURTHER
ENQUIRIES**



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