



# Corporate Training Basics

## Quick Reference Card

### Essential Elements of Corporate Training

**Corporate training** equips employees with essential skills, enhancing their performance and benefiting the business.



According to **92% of employees**, employee training programs that are well-planned have a favorable impact on their level of engagement.

### Key Components of Effective Corporate Training

- Needs Analysis:** Identify skills gaps and set.
- Learning Objectives:** Define clear goals for each training.
- Content Development:** Create relevant and varied content.
- Delivery:** Choose the best training format (in-person, online, blended).
- Assessment:** Evaluate if training objectives were achieved.
- Evaluation and Feedback:** Collect feedback and assess overall training effectiveness.

### Set SMART Training Objectives

For a clear, goal-driven training approach, use SMART objectives. Here's a brief guide to effectively using them.

- S (Specific):** Detail what learners need to grasp.
- M (Measurable):** Use quantifiable metrics for evaluation.
- A (Achievable):** Set challenging yet feasible goals).
- R (Relevant):** Align objectives with company goals and learner roles.
- T (Time-bound):** Set a clear timeframe.

### Create Engaging Content



Creating engaging content is important because it **captures attention, enhances retention, and motivates learners** to apply their knowledge effectively.

### Role of a Corporate Trainer



A **corporate trainer** is a guide who:

1. facilitates learning,
2. designs tailored training content,
3. evaluates progress,
4. continuously updates their own expertise, and
5. serves as a motivator and coach.

### Adult Learning Principles

**Adult learning** is unique and shaped by personal experiences and motivations. Here are the principles to remember:

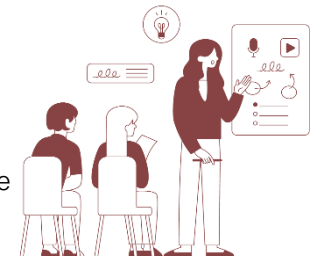
**Self-Directed Learning:** Adults seek autonomy in their learning.

**Experience as a Foundation:** Adult learners bring a wealth of prior knowledge.

**Seeking Relevance:** Adults need to see the "Why" behind the learning.

**Goal-Oriented Approach:** Clear objectives matter to adult learners.

**Hands-On Learning:** Active participation is key.



### Training Need Analysis

The purpose of **training needs analysis** is to ensure training aligns with learners' needs, enhancing its relevance and effectiveness.

#### Three levels of Training Need Analysis

#### Organizational

Assess company-wide goals and strategies.

#### Occupational

Analyze skills and knowledge specific to roles within the organization.

#### Individual

Assess individual employee skills and find gaps.

## Technology in Training

### Course Authoring

Enhance visual appeal with tools like PowerPoint, CustomGuide, and Rise.

### LMS

Centralize course delivery and manage training with platforms like CustomGuide, and TalentLMS.

### Skills Assessments

Gauge training effectiveness using CustomGuide, Kahoot!, and Google Forms.

### Survey Tools

Collect trainee feedback efficiently with SurveyMonkey, Google Forms, and Typeform.

### Conferencing Tools

Facilitate virtual training and meetings via Microsoft Teams, Slack, and Zoom.

## Boost Engagement and Participation

Engaged learners actively participate rather than just absorbing information.

Here are a few strategies to boost engagement and participation:



- **Interactive Content:** Use quizzes, role-play, and interactive visuals.
- **Collaborative Learning:** Promote group projects, discussions, and peer feedback.
- **Gamification:** Use points, badges, and leaderboards.
- **Acknowledge Participation:** Offer certifications and spotlight achievers.

## Skills for Corporate Trainers

**Corporate trainers** should master the following skills to ensure successful learning outcomes.



**Building Rapport:** Foster trust and understanding with learners to enhance engagement and openness.



**Effective Questioning Techniques:** Use timely, well-phrased questions to promote critical thinking and gauge understanding.



**Clear Communication:** Convey information clearly and succinctly, ensuring logical flow and comprehension.

## Assess Learner Performance

Assessments guide the direction of training by revealing what learners know and areas to focus on.

### Types of Assessments:



1. **Pre-assessments:** Measure initial knowledge.
2. **Formative assessments:** In-training feedback.
3. **Post-assessments:** Evaluate post-training learning.

## Challenges in Corporate Training

**Difficult Participants** can transform a training session into an uphill battle. Here's a quick guide to identify the main types:

- **The Disruptor:** Often interrupts or sidetracks discussions.
- **The Silent Type:** Rarely engages, making understanding hard.
- **The Know-it-All:** Oversteps, causing potential friction in sessions.

**Combat Training Fatigue.** To prevent training fatigue, trainers should:

- Use varies presentation methods
- Foster interactivity
- Schedule frequent breaks
- Ensure a comfortable learning space

**Ensuring Transfer Training** relies on:

- Using relevant real-world examples
- Highlighting role-specific content
- Offering post-training follow-ups
- Providing on-the-job coaching
- Creating practical and integrative training

## Evaluate Training Effectiveness

Picture the **Kirkpatrick Model**, a four-level tool that can guide you in assessing training impact.

**Reaction** Assess trainees' feelings.

**Learning** Measure knowledge.

**Behavior** Monitor skill application.

**Results** Evaluate training results.



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### AI Course Builder

Create stunning courses with **AI-enhanced content.** Similar to Articulate Rise—but better!

### Skill Assessments

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### LMS

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## Learning Products for Trainers, By Trainers

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Tired of lengthy course creation?	Why create training when we've done it for you? Customize our courses and make them yours!
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- AI-Generated Content:** Fast, efficient, and brilliantly tailored to your learners.
- Customize Our Courses:** Use our vast library of ready-to-go courses; personalize to fit your needs.
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### Create Course

Course Name

Employee Onboarding

#### Course Creation Method:

- AI-Assisted Content**  
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- Customize Existing Course**  
Tailor an existing course to your needs.
- Blank Course**  
Start from scratch with a blank canvas.

Create Course

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