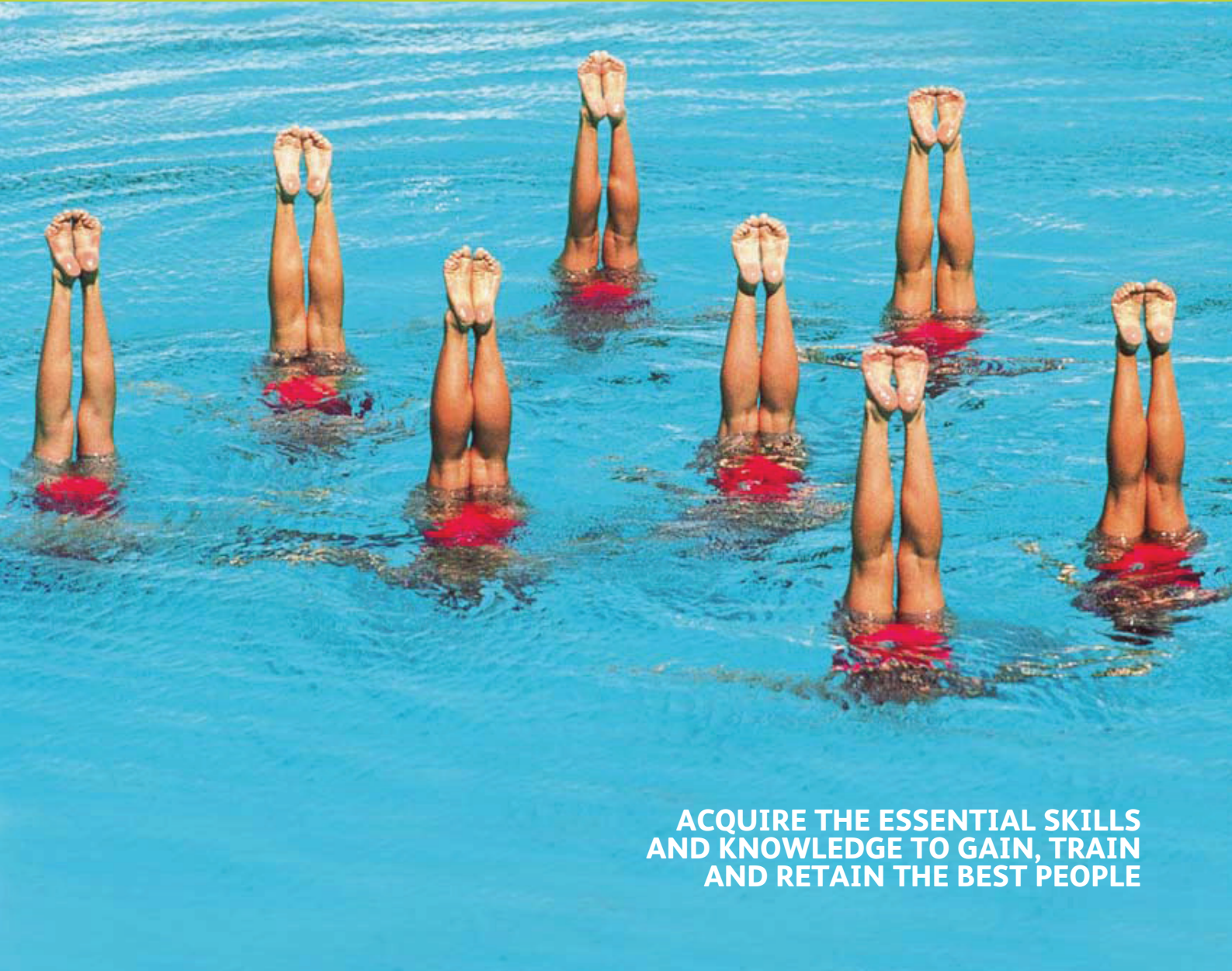




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**ACQUIRE THE ESSENTIAL SKILLS AND KNOWLEDGE TO GAIN, TRAIN AND RETAIN THE BEST PEOPLE**

## PROFESSIONAL QUALIFICATIONS IN LEARNING & DEVELOPMENT

Integrated, dual-level qualifications in L&D best practice

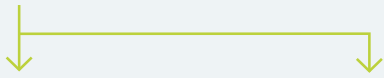


### Level 1



#### Certificate in learning & development

Learning & development in practice (2 days, p76)  
AND Train the trainer (3 days, p75)



### Level 2 (option A)



#### Advanced certificate in learning & development management

Managing the learning & development function (2 days, p76)

### Level 2 (option B)



#### Advanced certificate in professional training competence

Advanced train the trainer (3 days, p75)

### Who is it for?

We have developed three integrated qualifications for L&D professionals that benchmark best practice and provide proven skills across the wide spectrum of competencies an L&D professional must possess. All the qualifications are underpinned by our Trainer Competency Framework and are comprised of individual course modules allowing you to fit your development around your commitments.

### What will I get out of it?

- A valuable, professional qualification specific to your role
- Award from a leading Business School
- Cutting edge training delivery skills and knowledge
- Full learning support and course materials
- Assessments designed to help embed learning
- Flexibility – choose course dates which fit around your work and life commitments

### Qualification structure

These integrated qualifications are comprised of two levels.

#### Level 1

##### Certificate in learning & development (5 Days)

This certificate programme is appropriate for all those working in learning and development, whether your focus is on identifying and analysing needs, designing training interventions, training delivery or a combination of the above. It is for anyone who wishes to understand

and apply best practice to their work and gain a professional qualification awarded by Reed Business School.

This certificate programme addresses all stages of the learning cycle and is delivered in two distinct modules. It is designed to give you a complete toolkit of skills to deliver high-quality training that not only meets delegate requirements but also involves them in the learning process. The certificate is awarded following five days of specialist training plus practical assessment against best practice.

#### Level 2

##### Option A

##### Advanced certificate in learning & development management (7 days)

##### OR Option B

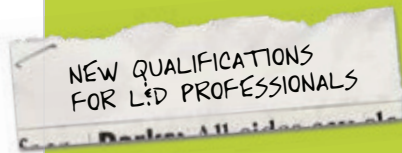
##### Advanced certificate in professional training competence (8 days)

The advanced level qualifications offer two separate streams of development according to your area of specialism.

**L&D Management** is for those managing the L&D function and provides insight into supplier sourcing and management, ROI measurement and the development of organisation-wide training plans.

**Training competence** is designed specifically for those with a hands-on training role, responsible for the development and delivery of training interventions.

Both of these advanced qualifications are designed for experienced L&D practitioners.



Download full details of our trainer competency model from [www.reedlearning.co.uk/quality](http://www.reedlearning.co.uk/quality)

#### Level 1

##### Certificate in learning & development

5 Days, £1,799 + VAT  
or £1,999 + VAT (Residential \*)

#### Level 2

##### Advanced certificate in learning & development management

7 Days, £2,399 + VAT  
or £2,599 + VAT (Residential \*)

#### OR

##### Advanced certificate in professional training competence

8 Days, £2,699 + VAT  
or £2,799 + VAT (Residential \*)

Accredited by Reed Business School



\* The 'Train the trainer' course may be chosen as a residential option which will be charged at a residential rate.

EMAIL [MORE.INFO@REEDLEARNING.CO.UK](mailto:MORE.INFO@REEDLEARNING.CO.UK)



## TRAIN THE TRAINER

Inspire and develop individuals with effective and motivational training

## ADVANCED TRAIN THE TRAINER

Transcend everyday training delivery by applying best practice to all aspects of the training cycle

### Who is it for?

A valuable session for both newly appointed trainers and those looking for a practical refresher.

### What is it about?

This course will show you how to harness the full potential of a training group by facilitating discussion and participation. You will learn how to adapt training to suit different learning processes and practice ways to keep attention by delivering stimulating sessions.

### What will I get out of it?

- Skills to deliver structured training sessions with well-defined objectives
- Ability to adapt training to cater for all learning styles
- Confidence to manage the training environment, delegates and yourself
- A framework against which to benchmark your skills
- Blended learning to assess the effectiveness of the learning and assess current performance

### Course overview

- Training world
  - What is training? What are the core competencies of training?
  - Training as part of the wider development process
  - What are the organisational responsibilities?
  - The training cycle – an introduction to training needs analysis and effective evaluation
- The group and the individuals
  - Learning motivations and how it may affect the learning environment

- What individuals learn and what training can realistically deliver
- The importance of discovery-based learning
- Developing self-esteem
- Managing team dynamics
- Managing difficult delegates
- Structure
  - Meeting legal requirements
  - Ice breaking
  - Creating a good beginning, middle and end to the session
  - Effective signposting to ensure that learning is linked
  - Developmental methods and how this will meet the learning styles of the group
- Delivery
  - Presentational techniques to develop the 3 Vs of personal communication
  - Using visual aids effectively
- Practice
  - During the course there will be the opportunity for two 15-minute video recorded practice sessions on the subject of the delegate's choice
  - Delegates may wish to bring some materials that will assist in these practical sessions, but they should be simple and for demonstration purposes only
  - Feedback will be delivered on a group and individual basis

### Follow-up courses

Advanced train the trainer p75.

### Who is it for?

Experienced training professionals who want to develop and enhance their delivery and facilitation skills in a supportive learning environment.

### What is it about?

Building on core competencies that have been applied by Reed Learning as a model for best practice in a learning environment, the course focuses on the key phases and dimensions of training: contracting; design and development; delivery; and evaluating.

### What will I get out of it?

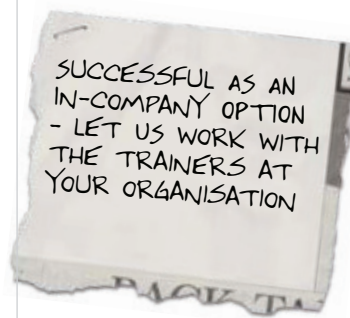
- A structured framework of best practice
- Constructive feedback to improve performance
- The skills to transform from a trainer to a 'super-trainer'
- Versatility of training delivery
- Facilitation and leadership skills to enhance the delegate's learning experience

### Course overview

- Trainer as learner – understanding your own style and development needs and their impact on delegates
- Enhancing your capabilities as an internal consultant
- Developing a credible leadership style by building rapport with participants and creating a positive learning environment
- Principles of training design: progressing your sessions in a logical and structured sequence
- Adapting course structures and learning activities to meet both group and individual learning needs
- Strategies to assist delegates in achieving their full learning potential
- Managing the group process – ensuring equal involvement and participation to develop an inclusive approach to training delivery
- Using a portfolio of facilitation and questioning techniques
- The importance of process objectives – differentiated from content outcomes
- Practical application of training skills against Reed Learning's competency framework

### Follow-up courses

Strategic commercial awareness p44.  
Advanced project management p58.  
Advanced Microsoft PowerPoint p105.



<b>Duration &amp; cost</b>	3 Days, £1,307 + VAT (Belfast £995) or £1,618 + VAT (inc accom)
<b>Belfast</b>	<b>Oct:</b> 14-16 <b>Dec:</b> 14-16
<b>London</b>	<b>Sep:</b> 21-23 <b>Oct:</b> 7-9, 26-28 <b>Nov:</b> 9-11, 25-27 <b>Dec:</b> 14-16 <b>Jan:</b> 11-13 <b>Feb:</b> 1-3, 22-24 <b>Mar:</b> 8-10, 30-1 <b>Apr:</b> 21-23 <b>May:</b> 10-12 <b>Jun:</b> 1-3, 21-23
<b>Residential Code</b>	<b>Oct:</b> 19-21 <b>Dec:</b> 14-16 <b>Mar:</b> 15-17 <b>Jun:</b> 7-9 TNT, TNTR (Residential)



Forms part of the advanced certificate in learning & development management (p74)



Residential course option



<b>Duration &amp; cost</b>	3 Days, £1,307 + VAT
<b>London Code</b>	<b>Sep:</b> 30-2 <b>Dec:</b> 2-4 <b>Mar:</b> 1-3 <b>Jun:</b> 7-9 ATNT



Forms part of the advanced certificate in professional training competence (p74)

Adheres to our benchmark of quality training delivery



## MANAGING THE LEARNING & DEVELOPMENT FUNCTION

Link learning and development to the bottom line

### Who is it for?

Training/L&D Managers responsible for delivering best practice approaches to learning which meet business objectives and generate organisational success.

### What is it about?

Exploring the learning and development cycle in detail and enhancing existing knowledge, this course will give you the tools to successfully lead a team that really delivers on organisational requirements.

### What will I get out of it?

- Skills to meet business needs by developing a commercially viable training plan
- Capability to deal with changes by managing a successful team
- The ability to source and manage key suppliers
- Assessment of the learning opportunities available
- Tools to capture return on investment

### Course overview

- The learning and development cycle in depth
  - Developing and planning
  - Designing and delivering
  - Reviewing and evaluating
- Managing the L&D function
  - The role of the L&D function within the wider organisational context and its contribution to business objectives
  - Marketing the L&D function to raise internal profile and ensure attendance and 'buy-in' to initiatives
  - Managing the different roles within the L&D function
- Key responsibilities
  - Analysing learning needs at all organisational levels
  - Working with key stakeholders to develop a learning and development plan
  - Managing a learning budget and analysing value for money options
  - Selecting appropriate formal and informal learning opportunities to meet business needs
  - Measuring the return on investment of learning initiatives
  - Managing contracting relationships internally and externally
  - Working with third party suppliers
  - Political, diversity and ethical issues in the learning environment

### Follow up courses

Train the trainer p75. Strategic commercial awareness p44.

## LEARNING & DEVELOPMENT IN PRACTICE

Best practice methods to analyse needs, design solutions and evaluate results

### Who is it for?

HR or L&D professionals who are involved in analysing, planning and evaluating the learning and development of people within their organisation.

### What is it about?

An overview of the L&D cycle focused on: analysing learning needs; defining the required outcomes to meet those needs; deciding on the most appropriate solutions and making them happen; measuring the success of what was learned. This course concentrates on the non-delivery aspects of learning and development.

### What will I get out of it?

- A comprehensive understanding of all stages of the learning cycle
- Sustained learning and development by adopting a planned approach
- Improved performance by linking training and learning outcomes to objectives
- The ability to assess and select the delivery channels best suited to the required objectives
- Sourcing and designing learning materials
- Practical models to evaluate the success of training and learning programmes

### Course overview

- Learning and development in practice
  - The L&D cycle and its role in supporting CPD
  - The role of the L&D practitioner within the organisation
  - Consulting with internal customers and managing expectations
- Analysing needs and defining outcomes
  - Aligning learning needs with organisational and departmental goals
  - Analysing learning needs in practice
  - Defining measurable learning outcomes
- Developing and planning solutions
  - Assessing the different ways people learn and removing any barriers
  - Selecting the most appropriate solution to deliver the required outcomes
  - Managing the design and delivery process to ensure success
- Reviewing outcomes and evaluating success
  - Monitoring and evaluating learning events and initiatives
  - Different models for evaluating the outcomes of training

### Follow up courses

Train the trainer p75. Managing the learning & development function p76.

**Duration & cost** 2 Days, £841 + VAT

**London** Nov: 23-24 Feb: 17-18 May: 26-27

**Code** LDM



Forms part of the advanced certificate in learning & development management (p74)

certificate of professional trainer competence

**Duration & cost** 2 Days, £841 + VAT

**London** Nov: 3-4 Jan: 19-20 Apr: 7-8

**Code** LDP



Forms part of the advanced certificate in professional training competence (p74)

certificate of professional trainer competence

## INTRODUCTION TO HR

An essential overview of the HR function

### Who is it for?

New or recently appointed HR officers, administrators and managers. Those who are likely to be appointed to an HR role in the future or who require a general understanding of HR as part of their general responsibilities.

### What is it about?

For those with limited or no grounding in the fundamentals of HR management this course provides an insight into the key areas of recruitment and selection, employee relations, employee development and performance management. Underpinning all of this is a framework for understanding employee rights and employer responsibilities in the context of current UK legislation. This course will provide the core knowledge to tackle universal HR issues and give professional advice with confidence.

### What will I get out of it?

- Tried and tested recruitment and selection methods
- Strengthened employee relations through applying the correct policies and procedures
- The capability to handle disciplinary and grievance matters professionally and ethically
- Best practice in human relations management to increase employee morale, productivity and engagement
- The knowledge required to protect your organisation from potential litigation

### Course overview

- Know the vital skill sets for today's HR professional
- Understand how HR strategy supports organisational strategy
- Clarify your areas of responsibility
- Plan and execute a successful recruitment strategy
- Employ best practice selection techniques
- Understand the use of competencies to select and appraise staff
- Manage employee relations effectively
- Handle disciplinary matters decisively
- Initiate and terminate employment contracts within legal boundaries
- Understand key employment law issues
- Improve communication across your organisation
- Develop your employees by implementing lifelong learning
- Heighten performance through measurement and reward
- Validate and evaluate job roles
- Record keeping and the Data Protection Act
- Harness equal opportunities and make the most of a diverse workforce

### Follow-up courses

Effective interviewing skills p37.  
Advanced employment law p79.  
Coaching foundation p43.

**Duration & cost** 2 Days, £922 + VAT

**London** Oct: 15-16 Nov: 12-13 Dec: 10-11  
Jan: 26-27 Apr: 27-28 Jun: 10-11

**Code** IHR



Any course can be bundled with Mailiens for an additional £99+VAT (see page 13 for details)



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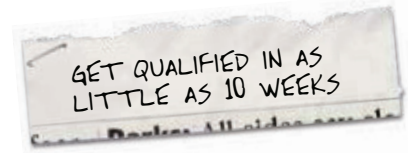


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## CIPD CHARTERED MEMBERSHIP

Professional Assessment of Competence offers CIPD Chartered Membership in as little as 10 weeks



# Get CIPD qualified

## Professional Assessment of Competence (PAC) programmes

If you have five years' management level experience – of which three are in HR or training – we can help you achieve CIPD Chartered Membership in as little as 10 weeks.

### Who is it for?

Practising HR professionals and managers who want to accredit their practical experience with CIPD chartered status. It's an ideal route for busy managers with a breadth of experience who are looking for the flexibility and one-to-one support offered by the PAC route.

### Programme overview

The qualification requires completion of four fields. Each is attained by submitting written evidence of competence as well as compiling a management research report. The fields are:

1. People management and development
2. Choose four elective topics from a choice of 19
3. Leadership and management
4. Applied personnel and development

As a centre we are approved by the CIPD to offer all of the 19 electives, giving our candidates the widest possible choice. You'll find more information on all fields at [www.reedlearning.co.uk/cipd](http://www.reedlearning.co.uk/cipd).

### How is the programme delivered?

- Delivered one-to-one with a qualified advisor
- Unlimited support via telephone and email

- Flexible meeting dates and times to fit in with your busy schedule
- Advisors based in most areas of the UK
- Remote programmes available for overseas candidates – support via webcam (SKYPE) available
- Specialist tutor to support on the Management Research Report

### Programme options

#### Standard Programme

PAC allows HR practitioners to undergo work-based assessment of competence against the CIPD professional standards. With up to 10 face-to-face meetings this involves providing work-based evidence and narrative that demonstrate the practical application of your knowledge and skills, without sitting examinations.

**Duration:** 12 months

**Cost:** £3,950 + VAT

**Code:** PAC

#### Executive Programme

PAC Fast Track Executive programme allows for completion of the course within 10 weeks. With up to five face-to-face sessions you can achieve CIPD Chartered Membership.

**Duration:** 10 weeks

**Cost:** £5,500 + VAT

**Code:** MCIPD12

## Expert CIPD support

Over 75% of advertised HR jobs require candidates to be CIPD qualified. But many HR professionals are unaware of the variety of ways this qualification can be achieved.

The Watson Martin Partnership has been helping experienced HR practitioners achieve Chartered CIPD Membership through Professional Assessment of Competence (PAC) for over 5 years.

With over 20 years' experience in HR practice and consultancy, Melanie Martin and Heather Watson offer a centre of excellence for CIPD chartered qualifications, certificates and consultancy services. Call 020 7932 2760 to discuss your development needs.

## CIPD Certificate in Coaching & Mentoring

### Who is it for?

It's ideal for managers, team leaders or HR professionals passionate about motivating and developing individuals.

### Programme overview

This competency based route to accreditation is a new way to study towards the CIPD Certificate in Coaching & Mentoring, that doesn't involve sitting any exams. Modules covered include:

- Coaching & mentoring in context
- Developing a coaching and mentoring plan
- Managing and supporting a coaching and mentoring relationship
- Developing, monitoring and improving your own professional practice

### How is the programme delivered?

This programme is delivered one-to-one with a qualified assessor, and assumes that candidates have work-based evidence available.

**Duration:** 4-6 months

**Cost:** £1,950 + VAT

**Code:** CBCCM

## CIPD Certificate in Personnel Practice

### Who is it for?

It's ideal for all those currently employed in HR support level roles who would like to gain recognition and CIPD Associate membership.

### Programme overview

The Certificate in Personnel Practice (CBCPP) programme is a CIPD endorsed certificate that qualifies you in best-practice and human resources techniques and processes. It covers:

- Human resource plans and the organisational context
- Recruitment and selection
- Training and development
- Performance management and employee relations

### How is the programme delivered?

This programme is delivered one-to-one with a qualified assessor, and assumes that candidates have work-based evidence available.

**Duration:** 4-6 months

**Cost:** £1,750 + VAT

**Code:** CBCPP

## MORE COURSES

Find all our HR, training and recruitment courses online at [www.reedlearning.co.uk/hr](http://www.reedlearning.co.uk/hr)

### TRAINING ADMINISTRATION

#### Who is it for?

Training administrators and organisers; whether internal or those working for external suppliers. This course is also relevant for support staff who organise ad-hoc training events, and generalist HR staff who also support their organisation's learning and development function.

#### What is it about?

It's about planning and organising training events with greater efficiency to get the best quality programmes at best value for your organisation. The course will teach you procedures to continually review and improve training and evaluate learning outcomes. You will learn how to drive down costs to your business through effective quality management of suppliers and resources.

#### What will I get out of it?

- Planning techniques to define and implement core responsibilities before, during and after a training event
- New ways to promote your training offering and immediately applicable tools
- The ability to minimise cancellation and transfer costs through improved communication with suppliers and colleagues

**Venue** London  
**Dates** Nov: 2, Feb: 16  
**Duration** 1 Day  
**Cost** FREE  
**Code** TA



### ADVANCED EMPLOYMENT LAW

#### Who is it for?

HR/Personnel specialists and line managers who require detailed employment legislation knowledge.

#### What is it about?

This course builds on 'Essentials of Employment Law' and provides a more detailed understanding of current employment law, enabling you to protect yourself and your organisation from costly and damaging legal claims.

#### What will I get out of it?

- The ability to attract the best people by creating equality at your place of work
- Reassurance that your business complies with legal obligations relating to privacy and data protection
- The skills to keep your company out of employment tribunals

**Venue** London  
**Dates** Oct: 12-13, Jan: 4-5  
 Mar: 4-5, May: 5-6  
**Duration** 2 Days  
**Cost** £922 + VAT  
**Code** AEL

### CONDUCTING EFFECTIVE DISCIPLINARY INVESTIGATIONS

#### Who is it for?

Managers and team leaders requiring an ethical and structured approach for dealing with all disciplinary issues and allegations of improper conduct.

#### What is it about?

This course will give you a clear structure with which to approach investigations and tools to use at each stage of the process to ensure that you do not expose yourself or your organisation to unnecessary risk.

#### What will I get out of it?

- Methods to collect, evaluate and test the credibility of all allegations
- Systems to record the all-important audit trail
- Know-how to plan the interview and frame those all-important questions
- Skills to competently deal with staff/ union representatives, solicitors and friends of the employee
- Techniques to handle liars, those who say little or nothing at all and even those that tell the truth
- An ethical and efficient decision making process based on key principles of English law

**Venue** London  
**Dates** Oct: 19-20, Dec: 15-16  
 Mar: 11-12, Jun: 17-18  
**Duration** 2 Days  
**Cost** £945 + VAT  
**Code** CEDI



### STRATEGIC HR – THE ESSENTIAL BUSINESS PARTNER

#### Who is it for?

Experienced HR professionals responsible for implementing HR strategy and who want HR to make a strategic impact within their organisation.

#### What is it about?

This course provides structures and frameworks to help you align HR and organisational strategy. You will gain insight into strategy creation, cultural adjustments, change management and know-how to get your strategy accepted and into place.

#### What will I get out of it?

- Key characteristics of an effective HR strategy
- The knowledge to apply strategic Human Resource Management in practice
- Steps to achieve acceptance for HR strategy
- An understanding of how HR fits with organisational strategy
- The skills to develop HR plans
- Know-how to gain 'buy-in' from key players in the organisation
- Change management and implementation methods to deliver your plans
- Tools to measure successes

**Venue** London  
**Dates** Nov: 16, Feb: 15, May: 21  
**Duration** 1 Day + VAT  
**Cost** £473  
**Code** SHR

**"A practical and relevant course, pitched perfectly to my level of need. The trainer structured the whole course based on what we needed – excellent!"**  
 Ms Ilga Eile-Parker, National Audit Office

