

Module 2

PODCAST 1

„How to create
good training
offers -
introduction”

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Professionalization becomes the key to success. Therefore, the ability to create attractive educational proposals is an invaluable skill for every trainer or training organizer. In this podcast, we will discover how to build an offer that will not only attract attention, but also effectively meet the needs of participants. Get ready for a journey through the training design process that will start you on your way to creating offers that inspire and bring value.

An employee training plan is a strategy developed by the human resources department, human resources department or talent management department of a given organization. Its goal is to develop the team's skills or adapt them to the company's needs. This plan, a key element of professional development, enables employees to upgrade their skills to increase productivity or gain the skills needed for career advancement. Well designed training programs brings benefits to the employer and employees.

Not all training programs are equally effective. Some of them start out as failures due to poor planning and lack of strategy, while others end up being great successes for both the organization and the employees.

Creating an effective training program requires vision, clearly defined goals and their consistent implementation. Implementing a successful training program begins with assessing needs, setting goals, developing a training action plan, implementing initiatives, and assessing and verifying training outcomes.

Good training offers are a key tool supporting the development of employees and organizations. They constitute the foundation for effective activities in the field of improving competences, increasing efficiency and adapting to changing market conditions.

A good training offer is one that meets several key criteria:

- Clearly highlights the value for the participant (what the participant receives in return for his or her involvement and active participation).
- It is concise, clear and uses simple and understandable language.
- Presents the training conditions in a clear and easy to understand way.
- Provides the opportunity to choose various options, tailored to the participant's needs and preferences.

Creating a good training offer requires understanding the customer's needs, as well as precision in the presentation of information and the value of the training offered. An effective offer not only describes the content of the program but also engages the recipient, providing him with convincing arguments and clear rules of participation. It is aesthetically designed, the visualization elements are not without significance. This part of the offer should also be given attention.

In order to create a good training offer, it is worth using the following tips:

- **Training needs assessment** - start by understanding the needs of your organization and employees. Conduct a skills gap analysis, identifying areas requiring development.
- **Defining training goals** - set clear goals you want to achieve through training. Make sure goals are measurable, achievable and aligned with the organization's strategic goals.
- **Training program design** - develop a coherent training program that responds to identified needs and goals. Choose appropriate training methods and tools, taking into account various learning styles.
- **Creating a schedule** - create a training schedule, taking into account employee availability and organizational priorities. Make sure your schedule is realistic and flexible.

- **Training resources and materials** - prepare appropriate resources and training materials that will support the achievement of training goals. Use a variety of media, such as presentations, practical exercises and e-learning platforms.
- **Engagement of trainers and experts** - engage qualified trainers and experts who have the necessary knowledge and experience in a given training area. Needs of the organization and employees.
- **Promote the training program** - promote the training program to employees by providing them with adequate information about the benefits and objectives of the training.
- **Monitoring and evaluation** - regularly monitor the progress and effectiveness of the training program. Conduct assessments after each training session to collect feedback from participants.
- **Adaptation and improvement** - based on collected data and feedback, make adjustments to the training program to increase its effectiveness and adapt to the changing n

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