TrainingConcepts

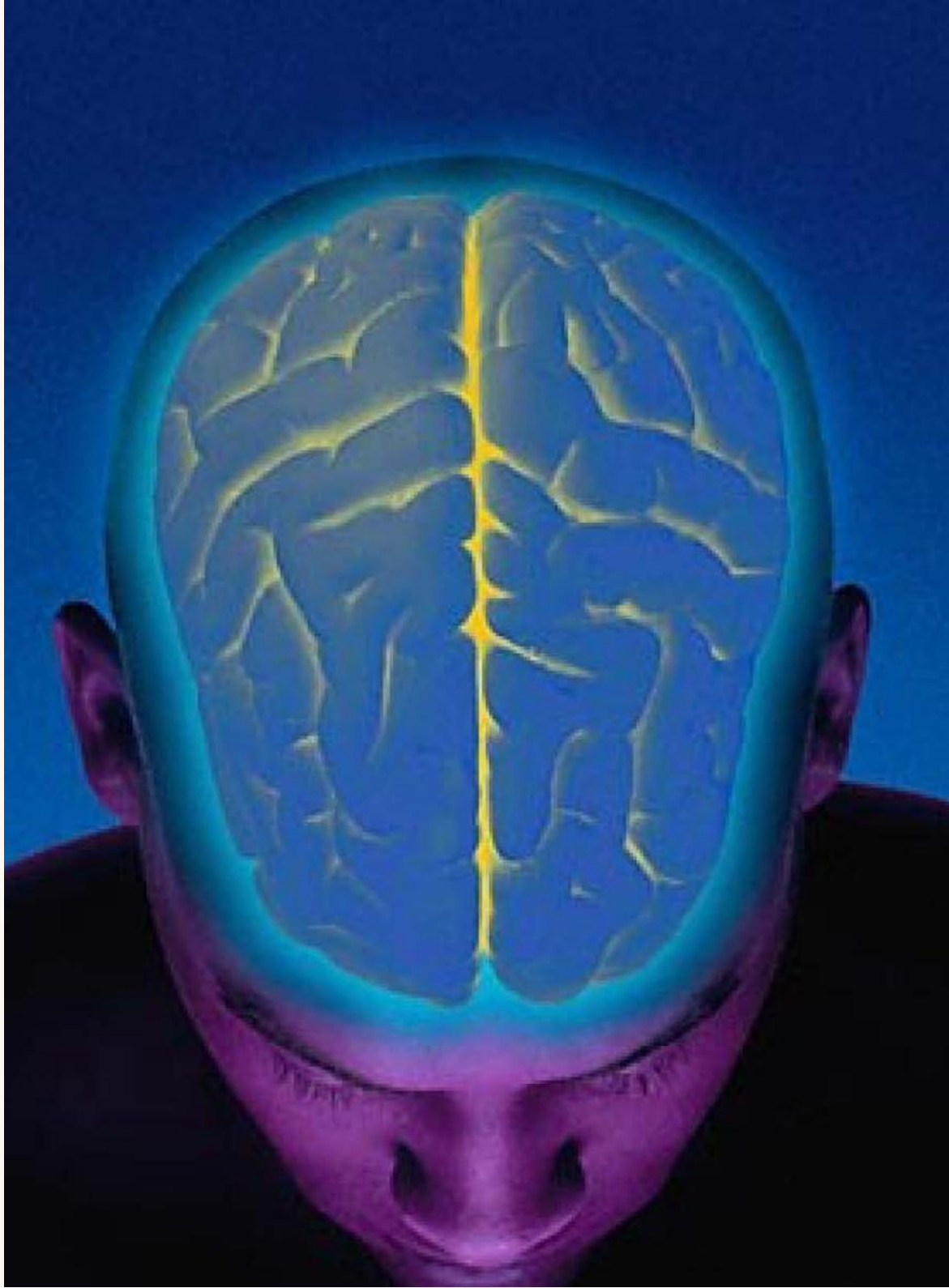
CAPABILITY BROCHURE

Courses designed from *real needs.*

Training Concepts is a boutique firm that designs customised training programmes. Every course starts with a rigorous analysis of the people who will take it.

FEATURED CASE STUDY · TRAINING NEEDS ANALYSIS

The InWEnt Experience



WHO WE ARE

A boutique partner for bespoke learning

Training Concepts designs and delivers customised training for organisations whose people shape the customer experience. We are small by choice: senior consultants stay close to every engagement, from the first customer survey to the final audit.

01

Evidence before design

We start with your customers. Surveys, mystery shopping and gap analysis show exactly what training needs to change.

02

Built for you, never off the shelf

Every module, scenario and manual is written for your brand, your stores and your people.

03

Local by design

Programmes delivered in English, Thai, Bahasa Indonesia, Bahasa Malaysia and Mandarin, with local trainers alongside our own.

04

Made to last

Standards, audits and train-the-trainer programmes keep performance high long after the workshop ends.

OUR APPROACH, IN FOUR STAGES

01 · DIAGNOSE

Understand the customer before designing anything.

Customer experience surveys · Mystery shopping · Gap analysis

02 · DESIGN

Build strategy, people and programmes to fit.

Strategic visioning · Recruitment guidelines · Custom curricula · Standards

03 · DELIVER

Train teams in their market and language.

Multilingual workshops · Regional programmes · Corporate communications

04 · EMBED

Make performance stick, long after the workshop.

Performance evaluation · Independent audits · Train-the-trainer

FEATURED CASE STUDY

The InWEnt Experience

InWEnt asked us to find out what ICT training Thailand's cooperatives really needed, then design a programme to deliver it. Our needs analysis became the blueprint for an integrated programme for cooperative trainers.

CLIENT	InWEnt, Internationale Weiterbildung und Entwicklung gGmbH (Germany)
PARTNERS	AWCF and Master Idea
MARKET	Cooperatives across Thailand, with consultants for Indonesia and the Philippines
YEAR	2004
SCOPE	Training needs analysis and design of an integrated ICT programme for cooperative trainers

25
cooperatives surveyed

113
staff responses

10
site visits







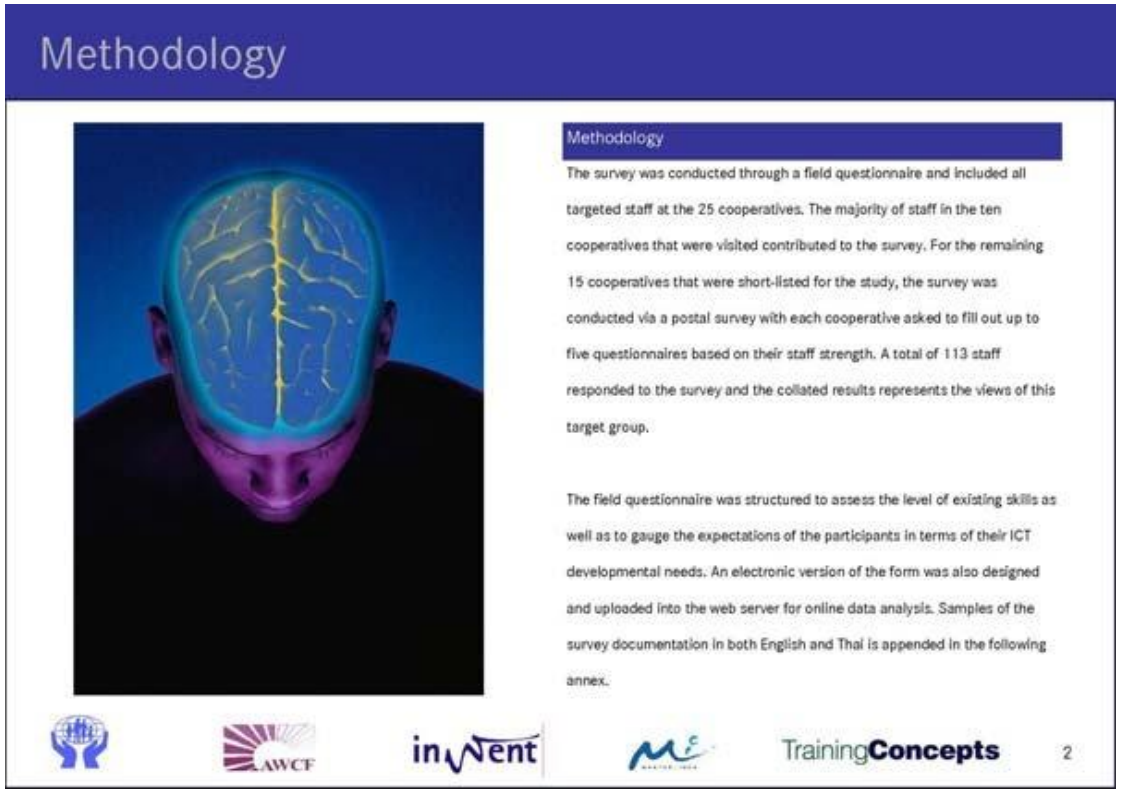
TECHNOLOGY USAGE SURVEY

Measuring what learners can already do

Before designing a single module, we measured how staff across 25 Thai cooperatives actually use technology.

Because the cooperatives are spread across Thailand, we combined field questionnaires with postal and web-based surveys, in both English and Thai so every staff member could take part.

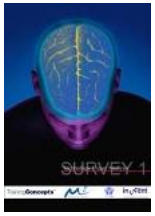
A total of 113 staff responded. The questionnaire assessed existing skills and captured participants' expectations for their own ICT development.



THE OUTCOME

A clear, evidence-based picture of skills and learning needs: the foundation for an integrated programme for cooperative trainers.





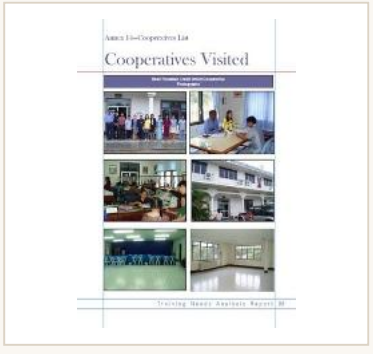


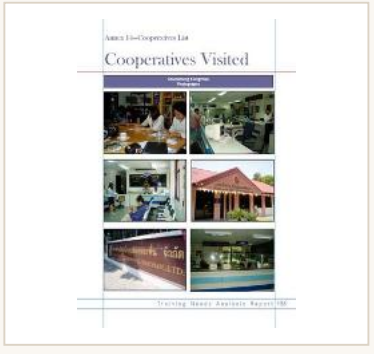


THE OUTCOME

A grounded view of what each cooperative could support, so the programme would work in real training rooms, not just on paper.







FIELD STUDY

Seeing the training environment first-hand

In November 2004, our consultants visited ten cooperatives across the provinces of Thailand.

Each visit combined interviews, document reviews, financial report analysis and a facilities audit.

The aim was to gauge the infrastructure available for delivering ICT programmes, and the competence of staff to deliver ICT training to their own members. Every visit was documented in still and video photography for the final report.

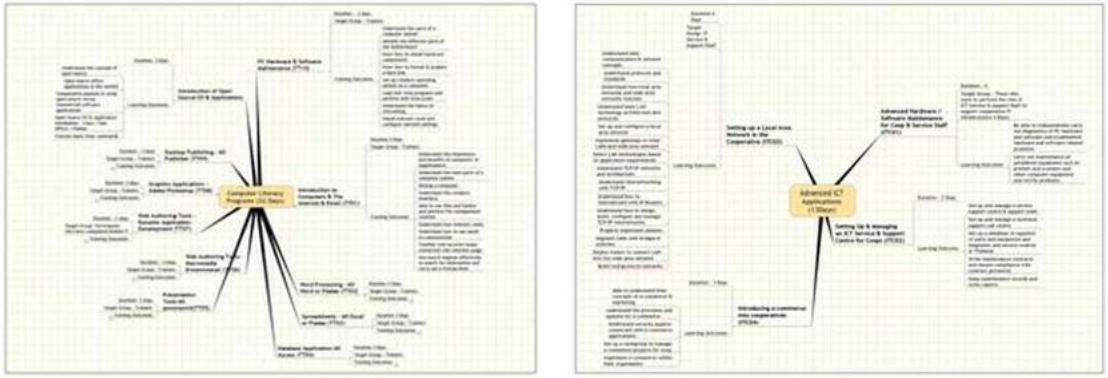
PROGRAMME DESIGN

From findings to a mapped curriculum

The survey and field study fed directly into the design of an integrated training programme for cooperative trainers.

We structured the programme as two mapped tracks: a foundation in computer literacy and a set of advanced ICT applications.

Every module was specified with its duration, target group and learning outcomes, giving InWEnt and the cooperatives a clear blueprint for delivery.



SAMPLE MODULES

1. Introduction to Computers, the Internet & Email
2. Office applications: word processing, spreadsheets, databases, presentations
3. Web authoring, graphics & desktop publishing
4. PC hardware & software maintenance
5. Setting up a local area network
6. Setting up an ICT service & support centre
7. Introducing e-commerce into cooperatives

PROJECT PRESENTATION

Recommendations adopted in full

Our consultants presented the final Training Needs Analysis report at a three-day workshop outside Manila.

Held at a retreat some 80 kilometres from Manila, the workshop brought together InWEnt staff from Manila and Germany with the project's consultants for Indonesia and the Philippines.

Together, participants worked out the mechanics for putting the recommendations into practice.



THE OUTCOME

InWEnt adopted our recommendations in full, and they are now being implemented in Thailand.







WORK WITH US

Let's design training your people *actually need.*

Tell us about your learners and the change you want to see. We will show you how a needs-led, customised programme can get you there.

TrainingConcepts

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COURSE DESIGN & DELIVERY CAPABILITIES

Training needs analysis
Surveys, interviews and field studies

Bilingual research
Instruments in English and local languages

Curriculum design
Mapped modules with learning outcomes

Facilities & readiness audits
Infrastructure and trainer competence

Custom course materials
Modules, scenarios and facilitator guides

Multilingual delivery
Activity-based workshops across Asia

Stakeholder workshops
Presenting findings, agreeing next steps

Train-the-trainer
Building in-house delivery capability

