

AuZ – PP 11 – Alexander Frevel

## Train the Trainer Program

### Appendix 6

Suggestions and recommendations

## **Guide and checklist for the offer and implementation of seminars “train the trainer / train the consultants”**

### **Objectives of the Training**

The consultants (coaches) should be able to support companies in the development of their human resource-policy (HR) as well as in workplace innovations (WPI) through consulting and qualifying support.

The consultancy should enable the advised companies to – in further activities independently –

- plan and implement change processes in the areas of HR and WPI in an appropriate and targeted manner and to evaluate the effects.
- make use of the acquired enhanced professional competence by autonomously adapting to new needs in the relevant areas.

The training of approx. 2 days consists of following parts.

1. Basics/overview of essential tasks and contents of employee-oriented and productivity-enhancing measures in HR-policy (based on the work ability concept) and workplace innovation
2. What is and how to apply with the KAIN-method (Knowledge Acquisition according to Individual Needs) as basic structure of the consulting process
3. Overview of the contents of potentially offered SME-specific training courses:
  - Employees and Co-entrepreneurs
  - Digitisation & Human Capital
  - Innovation Processes
4. Instruments for analyses and interventions – how to
  - moderate internal working groups and responsibility circles,
  - facilitate dialogues to develop goals and measures,
  - support implementation processes
  - evaluation of results and process progress
5. Attitudes and behaviour in consulting processes

### **Participants and Target Groups**

Participating persons should preferably have

- several years of experience in training and/or consulting in the fields of HR and WPI
- experience in process consulting
- broad knowledge of human-oriented design of working conditions as well as in the fields of health and personnel development
- a pronounced orientation towards participative processes
- pedagogic abilities and teaching experience

### **Notices and Information for Participants**

Emphasizing that this training course enables the consultants

- to accompany and support companies in their development
- to orient HR-policy towards the future
- and to support change processes in the design of working conditions in such a way that work ability and productivity are promoted

so that they can carry out corresponding consultations themselves or on behalf of chambers, associations and other institutions that promote the development processes of SMEs.

As a rule, participation in the seminar is subject to a fee.

The offering institutions may attach obligations to the paid course, e.g. that a fee is due for the arrangement of consultancy services and/or a written report on the results of the consultation processes must be provided.

### **Recruiting Participants**

The qualification seminar must be **advertised** and **promoted** intensively.

- Early and repeated announcement of courses in professional journals, on websites, via newsletters, circulars, etc. are needed.
- Repeated dissemination of information via various media channels – in writing and particularly active in face-to-face meetings, in form of individual consultations, at meetings, trainings, via consultants, etc. should be done.
- Production of posters, hand-outs with invitations to advanced education training courses or related information on counselling events and information placement/introduction in educational establishments, chambers, universities, etc. are additional possibilities.
- Co-operation with local/regional/national institutions, e.g. business and urban development; employers' associations, trade unions, employers' liability insurance/accident insurance, pension insurance, health insurance funds etc. may extend the reach of the acquisition.
- If you have an address pool of trainers and consultants: Sending personal invitation letters with indication of date, including a reply sheet by mail and/or by e-mail and

possibly repeated telephone follow-up activities to address potential participants

- Conducting press conferences/discussions and issuing press releases to achieve publications in the daily press.
- Involvement of relevant multipliers who approach potential participants in person
- Use every opportunity for personal contact to pass on information and to advise potential participants about your measures.

### **Implementation the Training / Organisational Preparation**

- Assuring timely and binding reservation of training rooms and securing an adequate equipment.
- Timely recruitment of lecturers and organising a complete teaching timetable for each respective complete advanced training block:
- At least one full-time lecturer shall be active and/or a competent specialist on the respective training topics.
- Timely preparation and provision of documents, materials, etc. for
  - all teachers and staff;
  - all participants.
 Provision in paper form as well as electronically
- The following documents and materials have been designed and are available free of charge:
  - Questionnaire and Checklist “Analysis of existing – and desired – HR-Policies for Workplace Innovations”
  - Curricula and teaching materials for the train the trainer seminar
  - Questionnaire for the evaluation of the training.

*→ Relevant for KAforHR-project partners: every seminar (including all respective activities for acquisition) and every consulting service carried out subsequently must be documented.*

### **Evaluation of Training Seminars**

Any training seminar is subject to evaluation in order to identify and implement further developments and improvements in future training programmes.

For this purpose, written and oral interviews with the participants and lecturers shall be conducted.

The concepts, questionnaires, guides etc. developed are free of charge for all and any future use.

### **Implementation Report**

Within four weeks after finishing a consulting process the consultant shall provide a conclusive execution report on the advised company – taking into account anonymity and business secrets – with some information about

- structural data of the company (e.g. branch, number of employees/participants),
- implemented measures (including a short description of the preparatory phase),

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- own experience and assessment of the implementation,
  - specific recommendations and information regarding future implementations of consulting processes
  - own plans regarding future implementations of consulting processes.