

LEARNING & DEVELOPMENT MASTERCLASS



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Introduction

The Learning & Development Masterclass Training Course equips HR professionals and team leaders with the strategies needed to build effective, results-driven training programs. Organizations depend on strong learning frameworks to close skill gaps, retain talent, and support long-term growth. This course explores proven approaches, including the ADDIE model, the 70-20-10 learning framework, and Kirkpatrick's Four Levels of Evaluation, giving participants a practical foundation for designing, delivering, and measuring learning initiatives. Furthermore, the course addresses how to align learning strategies with business goals, ensuring training investments produce measurable outcomes. As a result, participants gain the confidence to strengthen their organization's learning culture and support continuous employee growth.

Learning & Development Masterclass Course Objectives

- Apply the ADDIE model to design structured training programs
- Conduct a comprehensive Training Needs Analysis (TNA)
- Use the 70-20-10 learning framework to plan blended development paths
- Evaluate training impact using Kirkpatrick's Four Levels of Evaluation
- Build competency frameworks aligned with organizational goals
- Select and manage Learning Management Systems (LMS) effectively
- Design coaching and mentoring programs that support skill transfer
- Develop measurable learning objectives using Bloom's Taxonomy
- Create succession planning strategies through targeted development
- Build a business case for learning investments using ROI metrics

Course Methodology



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- Interactive workshops using real workplace scenarios
- Case study analysis drawn from varied industries
- Group exercises applying the ADDIE and 70-20-10 models
- Hands-on practice building training needs assessments
- Guided discussions on LMS selection and evaluation methods
- Practical templates participants can apply immediately at work

Who Should Take This Course

- HR and L&D managers and coordinators
- Training officers and instructional designers
- Talent management and succession planning professionals
- Team leaders responsible for staff development
- Organizational development specialists
- HR business partners seeking learning expertise

Learning & Development Masterclass Course Outlines

Day 1: Foundations of Learning & Development

- Role of L&D in organizational strategy
- Overview of the ADDIE model
- Introduction to adult learning principles
- Identifying stakeholder expectations
- Aligning L&D with business objectives
- Common L&D challenges and solutions
- Building an L&D roadmap





Day 2: Training Needs Analysis and Design

- Conducting a Training Needs Analysis (TNA)
- Gathering data through surveys and interviews
- Writing measurable objectives with Bloom's Taxonomy
- Structuring content using the 70-20-10 framework
- Designing blended learning journeys
- Selecting delivery methods and formats
- Budgeting and resource planning

Day 3: Delivery Methods and Technology

- Comparing instructor-led and digital training
- Evaluating Learning Management Systems (LMS)
- Applying microlearning and gamification techniques
- Facilitation skills for engaging sessions
- Managing virtual and hybrid classrooms
- Building coaching and mentoring frameworks
- Supporting knowledge transfer between employees

Day 4: Measuring Training Effectiveness

- Introduction to Kirkpatrick's Four Levels of Evaluation
- Measuring reaction, learning, behavior, and results
- Building post-training assessment tools
- Calculating return on investment (ROI)
- Using feedback loops for continuous improvement

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- Reporting outcomes to senior stakeholders
- Linking evaluation data to future planning

Day 5: Building a Sustainable L&D Strategy

- Creating competency frameworks
- Linking L&D to succession planning
- Developing career pathing models
- Building a business case for training budgets
- Embedding a culture of continuous learning
- Reviewing case studies of successful L&D strategies
- Action planning for workplace application

Conclusion

By successfully completing the Learning & Development Masterclass, participants will have acquired the knowledge to design, deliver, and evaluate impactful training programs. They will understand how to apply the ADDIE model, structure blended learning through the 70-20-10 framework, and measure results using Kirkpatrick's Four Levels of Evaluation. Additionally, they will be equipped to build competency frameworks and support succession planning. This Training Course, delivered by Gentex Training Center, prepares participants to strengthen their organization's learning culture with practical, results-focused tools.

FAQs





Q1 What is the "Learning & Development Masterclass" course about?

This course teaches professionals how to design, deliver, and evaluate effective training programs. It covers frameworks such as ADDIE and the 70-20-10 model, helping participants build structured learning strategies that support organizational growth and employee performance.

Q2 What are the key benefits of the "Learning & Development Masterclass" course?

Participants gain the ability to close skill gaps, improve employee retention, and align training with business goals. The course also strengthens decision-making around learning investments, helping organizations achieve measurable returns from their development programs.

Q3 What skills will I gain from the "Learning & Development Masterclass" course?

Participants develop skills in training needs analysis, instructional design, learning evaluation, and competency framework development. These skills allow professionals to plan, execute, and measure training initiatives that directly support business objectives.

Q4 What tools, methods, or standards are covered in the "Learning & Development Masterclass" course?

The course covers the ADDIE model, the 70-20-10 learning framework, Kirkpatrick's Four Levels of Evaluation, Bloom's Taxonomy, Training Needs Analysis (TNA), and Learning Management Systems (LMS), providing a strong technical foundation for L&D practice.

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Q5 How is the "Learning & Development Masterclass" course applied in real-world practice?

Participants apply course concepts by building training needs assessments, designing blended learning paths, and creating evaluation plans. These tools transfer directly into daily L&D work, supporting stronger training design and measurable performance outcomes.

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