

MINI MBA FOR LEARNING & DEVELOPMENT PROFESSIONALS



GENTEX[®]
TRAINING CENTER



Introduction

The Mini MBA for Learning & Development Professionals Training Course builds core business acumen for L&D specialists who want to influence strategy, not just deliver programmes. Learning leaders increasingly need financial literacy, strategic thinking, and operational awareness to earn a seat at the leadership table. This course covers essential management disciplines, including finance, marketing, strategy, and operations, tailored specifically for learning and development functions. Furthermore, participants learn to align learning strategy with organisational goals and communicate value using business language. Through practical exercises and case studies, learners gain the confidence to contribute meaningfully to executive discussions. As a result, participants leave equipped to position L&D as a strategic business partner.

Mini MBA for Learning & Development Professionals Course Objectives

- Explain core business functions including finance, marketing, operations, and strategy
- Read and interpret financial statements using balance sheets and profit and loss reports
- Apply strategic frameworks such as SWOT analysis and Porter's Five Forces
- Align learning and development strategy with organisational business goals
- Calculate training return on investment and cost-benefit ratios
- Use the Balanced Scorecard to link learning outcomes to performance
- Apply change management models to support business transformation
- Build business cases for learning investments using data-driven arguments
- Develop stakeholder management and executive communication skills
- Design workforce capability plans that support long-term business strategy

Course Methodology



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- Interactive lectures covering core business and management disciplines
- Practical workshops applying financial and strategic frameworks
- Case studies from organisations integrating learning with strategy
- Group exercises building business cases and stakeholder presentations
- Simulations linking learning initiatives to business outcomes
- Continuous assessment through applied projects and discussions

Who Should Take This Course

- Learning and development managers and specialists
- Training coordinators seeking broader business knowledge
- Talent development and organisational development professionals
- Human resources business partners supporting learning functions
- Instructional designers moving into strategic roles
- Capability and workforce planning officers

Mini MBA for Learning & Development Professionals Course Outlines

Day 1: Business Strategy Fundamentals

- Introduction to strategic management concepts
- Applying SWOT analysis to organisational context
- Understanding Porter's Five Forces framework
- Vision, mission, and strategic goal setting
- Aligning learning strategy with business direction
- Competitive advantage and market positioning



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- Case study: strategy-driven learning functions

Day 2: Financial Literacy for L&D Professionals

- Reading balance sheets and profit and loss statements
- Understanding budgets, costs, and cost centres
- Calculating training return on investment (ROI)
- Cost-benefit analysis for learning programmes
- Building and defending a training budget
- Financial terminology used in executive discussions
- Common financial mistakes L&D teams make

Day 3: Marketing and Stakeholder Management

- Marketing principles applied to internal learning programmes
- Branding and positioning learning initiatives internally
- Stakeholder mapping and engagement strategies
- Communicating value using business language
- Building influence with senior leadership
- Managing resistance to learning initiatives
- Case study: marketing a learning transformation

Day 4: Operations and Performance Management

- Operational planning for learning delivery
- Using the Balanced Scorecard to track outcomes
- Workforce capability planning and gap analysis
- Linking learning metrics to business KPIs



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- Quality management principles in training operations
- Resource allocation and capacity planning
- Building operational dashboards for learning functions

Day 5: Leading Change and Building Business Cases

- Applying Kotter's 8-Step Change Model
- Managing resistance during transformation initiatives
- Structuring a compelling business case for learning
- Presenting data-driven arguments to executives
- Positioning L&D as a strategic business partner
- Long-term capability planning and succession alignment
- Final workshop: presenting a strategic learning plan

Conclusion

By successfully completing Mini MBA for Learning & Development Professionals, participants will have acquired practical business knowledge across finance, strategy, marketing, and operations, tailored to the learning function. Moreover, they will understand how to build business cases, calculate ROI, and communicate value to senior leadership. This Training Course, delivered by Gentex Training Center, prepares L&D professionals to operate as strategic business partners. As a result, participants gain lasting knowledge that strengthens their influence and career growth within their organisations.

FAQs





Q1 What is the "Mini MBA for Learning & Development Professionals" course about?

This course builds core business knowledge for L&D professionals, covering finance, strategy, marketing, and operations. It helps participants connect learning initiatives to organisational goals and communicate value using the language senior leaders understand and respect.

Q2 What are the key benefits of the "Mini MBA for Learning & Development Professionals" course?

Participants gain broader business perspective, stronger financial literacy, and greater influence with leadership. Additionally, they learn to justify learning investments with data, resulting in stronger stakeholder support and a more strategic L&D function.

Q3 What skills will I gain from the "Mini MBA for Learning & Development Professionals" course?

Participants develop skills in financial analysis, strategic planning, business case development, and executive communication. These skills allow L&D professionals to operate confidently in business discussions and strengthen their strategic contribution.

Q4 What tools, methods, or standards are covered in the "Mini MBA for Learning & Development Professionals" course?

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The course covers SWOT analysis, Porter's Five Forces, the Balanced Scorecard, Kotter's 8-Step Change Model, financial statement analysis, and training ROI calculation methods relevant to learning and development functions.

Q5 How is the "Mini MBA for Learning & Development Professionals" course applied in real-world practice?

Participants apply these frameworks to build business cases, present ROI data to executives, and align learning plans with strategic goals. This helps L&D teams secure budget, gain leadership trust, and demonstrate measurable business impact.

