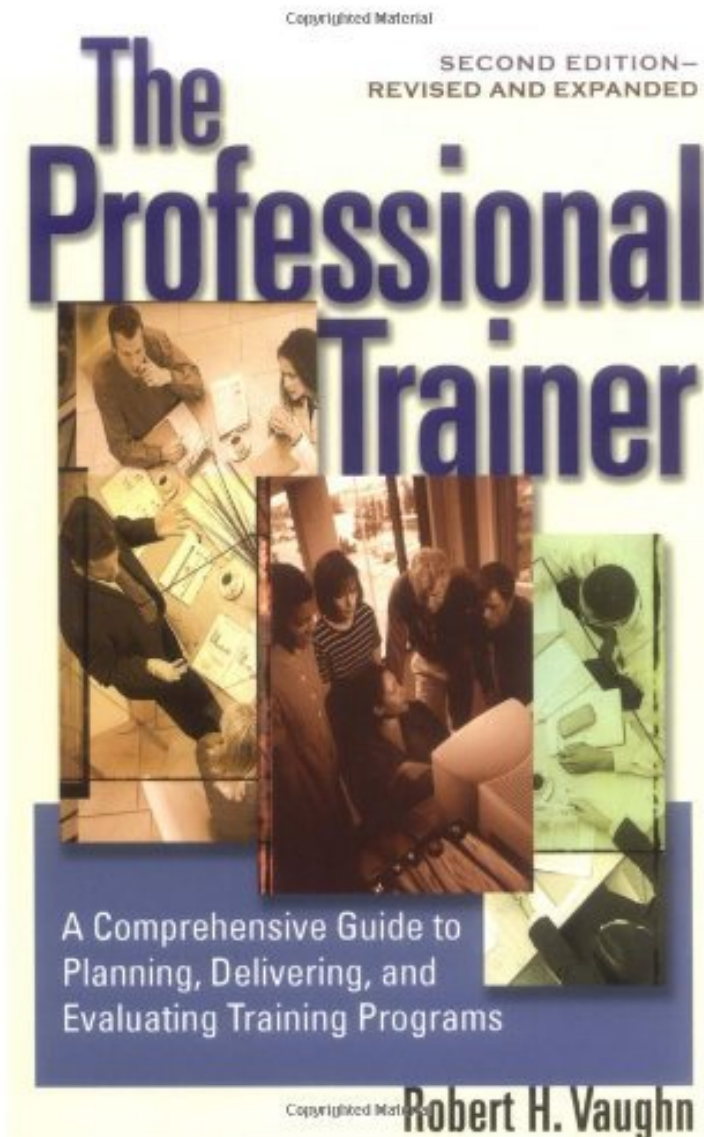


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The Professional Trainer: A Comprehensive Guide to Planning, Delivering, and Evaluating Training Programs



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Description :

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In today's highly competitive business world, people are the critical - sometimes only - difference between success and failure. As technology evolves, businesses must train employees, clients, and even customers more quickly and more often. In this rapidly changing climate, almost anyone can be called upon to be a trainer. Some relish the role, but most view it with trepidation. The Professional Trainer

provides both full-time trainers and those who train only occasionally with the tools and techniques needed to rise to the challenge. A basic primer covering the entire training process, the book can also be used as a troubleshooting guide, with chapters on how to determine what skills and knowledge to include in a training program and the development of on-the-job lesson plans, checklists for progress evaluation, and information on when and how to use media support, and tools for making the learning process effective and attractive.