



# **Editorial**

The Netherlands, Rotterdam, 15.11.2014 In front of you is your newsletter volume 11/2014. As the end of the year becomes visable I like to reflect on the many activities we had in this year.

The expansion plans in the Middle East are unfolding and we are happy with the sustainable progress that has been made under the excellent leadership of Dr. Ahmed Metwally and his team. Dozens of new associate trainers and certified professional trainers have been trained and registered. Enjoy the stories of the the participants of the CDC - Misr University elsewhere in this newsletter or visit the YouTube channel of the IBCT-MENA and watch the experiences of esteemed professors of the Faculty and Leadership Development at Beni Suef University. A top-notch new Arabic version of the professional level (CPT) has been successfully launched in the new training facilities of the FLDC Beni Suef in Cairo, Egypt. The number IBCT-MENA focal points and involved trainers is growing steadily. Projects to train trainers have been signed within the Higher Education in the Gulf. Currently the board is processing certification applications from training centers in Qatar, Oman, Egypt and Saudi Arabia. At the drawing board in the United States are already new expansion plans for North America that could be effective in 2015.

Inspiring is the article in this newsletter of Dr. Xi Jiang, researcher and educational professional at Rutger University. Learn more about her magic circle!



Confidence comes from discipline and training.

- Robert Kiyosaki -



### BOOST YOUR TRAINING WITH INFOGRAPHICS

With the constant hustle and bussle of modern life, people have short attention spans. This is demonstrated by the fact that most people will decide to leave a website or continue exploring it in the first 2-4 seconds of seeing....... More on page 2

#### DID THEY LEARN ANYTHING FROM THE TRAINING?

Our goal as instructors is not to just put out information to our participants, but to enable them to learn. This could be teaching them new skills, or providing them with new knowledge on a topic or even changing..... More on page 4

### MY WORK AS AN EDUCATIONAL PROFESSIONAL

One year ago, my boss had a talk with me about my role as a trainer, and suggested me to seek a course on training. Then I had some experiences with on the job training given my more than 20 years of technical career but with little knowledge of .... More on page 5



May I invite you to read the new article from the evaluation series of David Rudd? With these series about evaluation he is following the footprints of professor Donald Kirkpatrick. A frontier in evaluation and an estemeed expert in training that unfortunately passed away this year. We wish Donald's family comfort and good memories.

Finally yet importantly, I like to draw your attention on the opportunities that new techniques like Infographics can do for you as a training specialist. You will find a few in this newsletter, used in multiple ways, to inspire you and others. Best training regards,

Lia S. Jaipal Chairman



# **Boost your training with Infographics**

Author: Erik Boshuizen

Let's take a closer look at six reasons why infographics work, so that you can start leveraging it for your own training sessions.

## **Break Trough The Short Attention Spans**

With the constant hustle and bussle of modern life, people have short attention spans. This is demonstrated by the fact that most people will decide to leave a website or continue exploring it in the first 2-4 seconds of seeing the page. With very little time to convince people to stick around, infographics and visualizations are a more effective way to literally catch peoples' attention. You might consider infographics as a warming-up before the training, as a summary during the training or as a job aid after the training.

### **Information Overload**

With the world's information currently doubling every two years, it is no wonder people experience information overload. With smartphones, tablets and the ubiquity of the internet, people are constantly receiving, analyzing, sharing and creating new information. Due to this overload you need to stick out to get people's attention. Creating a compelling visualization of data or information can make it really stick out from all of the other noise of day-to-day life.

### Easy to Understand

As humans, we are very visual creatures. Our ability to quickly interpret visual information is far greater than that of written words. By creating visualizations you can make complex information easier to understand.

## **Training Retention**

People have horrible retention rates for the information they read. According to the data sited in the infographic on data visualization below, people only remember about 20% of what they read. By using infographics before, during and after the training the retention rate increases significantly.

## **More Engaging**

With such a large volume of new content offered during every training day, participants are inundated. By creating something that is visually compelling, participants are more likely to be engaged.



# CERTIFICATION

WHAT'S IN IT FOR ME?



## Get hired faster!

- You're qualified as a training specialist.
- IBCT is providing the right credentials.
- Benefit from an extra international network



# 2. Earn more, get better rates

Up to 35% more on annual basis:

- Certified professionals have a higher income compared with others.
- Valid argument in negotiations.
   Source: payscale com Research under multiple professions showed as increase in salary between certified and not holding a certification



# 3. Stay job fit, be competitive

- Trough continuous education.
- Professional development & activity planning.
- IBCT career counseling and support.



# 4. Professional Training.

- Multi level professional courses and training
- HRD seminars, webinars and workshops.



# 5. Hallmark, seal and degree

- You may use the hallmark and quality seal on printed and virtual matter as certificates, business cards, website, etcetera.
- Official Certificate.
- Certification Degree (AT, CPT or CT) in listing degrees and other credentials.



## Conclusion

If you're looking to improve your skills (and your pay!) consider adding one or more of the IBCT certification

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# HOW TO DRAW UP A PROJECT PLAN?

the startup way







## BACKGROUNDS

Describe the backgrounds of the market, the company, the unit, the department commission. and the project.



Write clear objectives and a S.M.A.R.T project

## **ACTIVITIES**

- Make a list of activities
- Organize it. Who is responsible for what tasks?
- Schedule meetings.







### QUALITY CONTROL

- Tests and procedures
- Management summary
- Usage of eternal advice

### PROJECT OUTCOMES

Convert the project activities in (intermediate) outcomes or so called 'deliverables'. E.g. the Standards & techniques, activity drawing a sketch might be converted into a design.

## THE PROJECT SCOPE

- What falls within the project and what does not?
- Demarcate and describe the boundaries.
- What are the preconditions to make the project to have a change of success?







LAY OUT

## SCHEDULING

- Plan activities in an overview in relation to time.
- Draw a Gantt chart - Make a 'Critical Path
- Analysis'.

#### COST & BENIFITS

- Summarize the costs: in time, money and other resources.
- Demonstrate the benefits like cost savings, additional income, better service
- Cover page - Catchy title
  - Number the pages -Table of Content
- simple, concise Analyse the risks (go/no go?) and clear.

# - Readably? Keep it

## **People Love Sharing Infographics**

The visual nature of the human species is highlighted by just how much people love sharing infographics and interesting data visualizations. This is demonstrated by the widespread adoption of infographics for linkbuilding. If people have a choice between something that is visually compelling and easy to digest they are going to choose that over other forms such as written word that takes longer and more energy to digest. By sharing the newly acquired concept of a training session participants are improving the transfer of training in an amazing way, because they are engaging fellow workers in new ideas, concept and know-how. If you are looking to develop your own infographics as a trainer, you might consider the following practical tools and software that you can find on the internet:

Infogram is an online tool for creating interactive charts, graphs, and interactive infographic posters. There are four basic chart types that you can create on Infogram; bar, pie, line, and matrix. Each chart type can be edited to use any spreadsheet information that you want to upload to your Infogr.am account. The information in that spreadsheet will be displayed in your customized chart. When you place your cursor over your completed chart the spreadsheet information will appear in small pop-up window. Infogram infographics can include videos and maps along with pictures and text. Your Infogram projects can be embedded into your blog, website, or wiki.

Piktochart provides seven free infographic templates. Each template can be customized by changing the colors, fonts, icons, and charts on each template. If you need more space on the template, you can add more fields at the bottom of the templates. If you need less space, you can remove fields from the templates.

EWC Presenter is a new tool from Easy Web Content (a website creation and hosting service). EWC Presenter makes it easy to create slideshows, banner graphics, and interactive infographics. The slideshow creator and banner graphic creator don't stand-out from other tools like them. The EWC Presenter's infographic animation option is worth noting. EWC Presenter's infographic tool allows you to animate elements within your infographic. And as was featured in a post early this month, EWC Presenter infographics support audio files.

Canva is a service that makes it easy to create beautiful slides, flyers, posters, infographics, and photo collages. Creating these graphics on Canva is a drag-and-drop process. Start by selecting a template then dragging and dropping into place background designs, pictures, clip art, and text boxes. Canva offers a huge library of clip art and photographs to use in your designs. You can also upload your own images to use in your graphics. Your completed Canva projects can be downloaded as PDF and PNG files. You can also simply link to your online graphic.

http://www.freetech4teachers.com/2013/12/five-good-online-tools-for-creating.html#.VDtpTr6YOvc



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## **Evaluating Training:**

## Did they learn anything from the training?

Author: David Rudd, CRP,CT/HRD

Our goal as instructors is not to just put out information to our participants, but to enable them to learn. This could be teaching them new skills, or providing them with new knowledge on a topic or even changing their viewpoint on a particular subject. No matter what we are teaching, we want them to leave the instruction with more than when they started. So, why is it important to measure learning?

For example, if you are instructing on a new system or process, simple tasks and procedures do not automatically come with new processes. Participants must learn those and the learning may be presented in different ways like classroom instruction or technology-based learning. Learning evaluation checks the progress of the participant against the established learning objectives

In many cases, learning measurement can enhance participant performance. Feedback and verification of the knowledge and skills they acquired can encourage participants to improve in certain areas. It also builds their confidence as well. Positive feedback on learning builds assurance and the desire to continue improving. So, what do we typically measure in this phase?

Skills, knowledge, awareness, understand, attitudes, capacity and readiness are all typical measurements of learning. There are times that attitudes are changed based on what the participant has learned. For instance, a participant's perception about diverse work groups could be changed after learning about a major diversity program. So, there are many things that we can measure but how can you collect the data?

A variety of methods can be used to collect learning data. Several examples are:

- Questionnaires and Surveys this is the most common way to collect learning data.
   Participants are asked questions or provided statements in which they must either agree or disagree.
- Performance Tests this allows the participant to exhibit the skill that has been learned while the instructor observes
- Pre and Post Tests a pre-test can be given prior to instruction and a post-test after instruction to see if learning has taken place
- Technology and Task Simulations this simulates, in a safe environment, the skills needed to accomplish a task(s)
- Case Studies participants are presented a description of a problem, analyze the case, and determine the best course of action
- Role-playing participants practice a new skill as they are observed by others
- Informal Assessment participant self-assessment

Although, I have used many of the method mentioned above to assess participant learning, I have successfully used role-playing to evaluate learning. In a course that I used to teach on job interviewing skills, I would first act in the role of the job applicant and allow the participant to ask me questions and observe my responses. Then we would switch roles and I would be the hiring manager and ask them questions as the interviewee. The participants first observed reliable methods for answering the interview questions and then practiced the skills themselves.

Whenever you are collecting learning data, it must add value and can also be used to improve the learning process. Some advantages of using learning data include:

- Building confidence in the participant by providing individual feedback
- Validate that learning has taken place
- Evaluate trainer/facilitator effectiveness
- Improving the instruction

Finally, even if done informally, learning must be assessed to determine the extent the participants learned the new skill, process, and or procedure. This assures you that learning has taken place and also allows you to make improvements in future training.

While measuring learning can indicate potential future success, measuring application of that knowledge or skill in the participant's environment is even better. That's what we will cover in the next article "Application: Did they apply what they learned?"

## Dave Rudd, CRP, CT/HRDC

Dave Rudd has over 20 years experience as a Trainer and Human Resources Development Manager in the military, private sector and federal government. Currently, he is the Chief, Talent Development Branch for a 4,200 employee agency within the US Department of Agriculture.

He earned a Bachelor's Degree in Business Administration, as Master's of Education in Adult Education and Development and is a Doctoral student in Training and Performance Improvement. In addition, Dave earned a Master's Certificate in the Phillip's Return on MethodologyTM and is a Certified Return on Investment Professional (CRP) from the ROI Institute. He recently earned his CT/HRDC designation.

He can be reached at dirudd@vahoo.com.



One year ago, my boss had a talk with me about my role as a trainer, and suggested me to seek a course on training. Then I had some experiences with on the job training given my more than 20 years of technical career but with little knowledge of corporate training or learning. There are many questions hovering overhead, and the two biggest questions are: Where am I headed with training? How can I deal with the consequences of training in the highly competitive work environment?

After some research, I found the TrainingfortheTrainer and attended Associated Trainer course and loved it immediately. That was just like a gust of soothing wind coming from spring countryside --- I had enclosed myself in busy work and daily life struggling too long. Soon I enrolled the Professional Trainer course.

I almost immediately plunged myself into reading the course reading material --- 'Ten Steps to Successful Project Management' and 'ASTD Hand Book for Workplace Learning Professional'. After finishing reading I felt my brain filled with all the terms, concepts, models, techniques......, but all these things are just wandering there, neither connected to each other nor rooted in my real work place. I felt some degree of satisfaction with more confusions and questions.

Then I started following instructions from the Trainingforthe Trainer, which itself is an excellent example for adult training or learning reflecting adult learning motives, adult learning curves, and their fast-paced work life. To complete homework for each session, I reread the assigned reading materials, comprehended them logically, and integrated the learned with real situations in my organization. To complete reflection reports, I reviewed what I had learned in the session again and searched for possible applications further. Through these activities, all the terms, concepts, models, techniques are arranged to a trainer's competency structure with deep roots in the real work life. Finally by making Webinars, delivering presentations and writing improvement project plan, I was lead to develop and test the practical skills required as a trainer in real workplace and explored the business world where real training happens.

I came out from the course not only feeling confident and well-armed as a trainer, but having a much more comprehensive perspective on workplace.

Now I am using my learned communication, interpersonal, project managing, and training needs assessing skills to launch a pilot training project; next there would be designing training program, delivering training, training the trainer, and promoting training transfer, and the last but not the least --- evaluating training program. Along the way, there must be more confusion and questions arising, but this time I am standing at better point to proceed with them --- Learning. This is because now I've been put into a magic improvement cycle --- The closed loop training cycle: Assess  $\rightarrow$  Design  $\rightarrow$ Deliver  $\rightarrow$ Evaluate  $\rightarrow$ Assess.

This is the answer to all my questions --- continuous improvement by learning and bringing more and more people into this magic cycle.



# CERTIFIED **PROFESSIONAL TRAINER**

# My Skills & Expertise









## Daily work skills

**Teaching University Students & Graduates** Qualitative Research & Academic Writing

Faculty & Leadership Development

IBCT Certified Professional Trainer (CPT)



# Training & Development

Training Techniques	80%
The Training Process	70%
Strategic Corporate Training	65%
Webinars & Technology	65%
Methods, Styles & Models	.50%
-2/1/5	

## Faculty & Leadership Development

Faculty Development	100%
SOP and Training Material Writing	100%
E-learning & Distance Education	80%
Project Management	75%

## Molecular Genetics

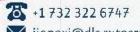
Post-transcription Control of Gene Expression	100%
Deadenylation Regulation in Yeast	100%
Assay design and aptimization	100%
Malecular Mechanisms of Lymphocyte Interactions	100%
Biochemistry	75%
510	11







Mrs. Xi Jiang M.Sc., CPT







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United States of America

# FLDC of Kafrelsheikh University in Egypt has been re-certified with 4 stars.

In September 2014 two of our international auditors visited the Faculty and Leadership Development Center (FLDC) of Kafrelsheikh University in Egypt.



The IBCT-MENA team worked with two internal audit members of the training center and evaluated the Center against 5 main criteria divided in 40 sub-criteria according to the international quality standards of the industry.



Conclusion: FLDC of Kafrelsheikh University is re-certified with 4 stars. FLDC is a very good training center and the team there managed to maintain high quality in training and development



The International Board of Certified Trainers recommends FLDC at Kafrelsheikh University, Egypt as one of the best training centers in Egypt at this moment in terms of infrastructure.









المؤتمر القومي الثاني التدريب والتطوير بمؤسسات التعليم العالي تتمية الموهويين باجامعات الطبية المثلاة المستقاد

## **Unlock Your Talent and Own the Future!**

MENA, Egypt – Together with Beni Suef University, IBCT-MENA organizes the 2nd National Conference Training and Development in Higher Education. The conference will focus on "Talent Management in Higher Education". Many prominent speakers from Egypt and abroad will share the latest insights, ideas and models with university leaders, teaching staff, trainers and students.

The conference is receiving visitors from the Middle East region. Be sure to grasp one of the last seats by registering online today at:

 $\underline{http://www.ibct\text{-}mena.com/ConferenceRegistration.php}$ 









## The "IBCT Elevator Pitch CV"

Share your expertise areas and success in seconds

IBCT started this year with an experiment in enhancing the 'old school' curriculum vitea into a more contemporary eye catching "IBCT Elevator Pitch CV". It's easy to share in seconds via social media or during an elevator ride. The Elevator Pitch CV is a short summary used to quickly and simply defines a trainer's background, expertise areas and contact details.

With the IBCT training success stories (all verified by the IBCT!) we toke the Elevator Pitch CV a step higher by depicting great training success stories. At glance one will see the problem or challenge, the solution and the results. We believe that these concrete training success stories will inspire the next.

In this issue we share the Elevator Pitch CV's of Professor Samir Helal and Cees Vingerling MCE. Are you inspired? Contact them and learn how they did it. Do you think you have a success story that can be verified and inspire the next? Please contact you local IBCT office and share it. See more on the next page.



# INTL. CERTIFIED TRAINER **HRD CONSULTANT**

# My Skills & Expertise









Board Member

Corporate Trainer, Guest Lecturer

Daily work skills

Motivational Speaker Chairman at Events

IBCT Intl. Certified Trainer / HRD Consultant (CT/HRDC)



## Training & Development

Training Techniques & Methods	100%
The Training Process from A-Z	100%
Strategic Corporate Education	100%
Methods, Styles & Models	100%
HRD Consultancy	100%
Mediation	100%
Training of Entrepeneurs	100%

Inspirational Events

100%

100%

100%

100%

Key Note Speaking

Interviewing

Edutainment

Chairman of the Day **Event Organization** Communication & Media

## Commercial Banking

	3
Banking	100%
Marketing and Sales Management	100%
Change Management	100%
Management Consulting & Devcelopment	100%
Process and Risk Management	100%
3011	







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# CUSTOMER LOYA



# a training success story by Cees Vingerling CT

IBCT is presenting success stories from certified trainers. Cases to learn from and to inspire the next. More information about this specific training case is available when you contact the involved trainer. Today the story of Cees Vingerling, a corporate banker in The Netherlands.





## THE CHALLENGE IN SHORT

2007, Rabobank in the Netherlands. In a time of declining customer loyalty and economic furmoil Rabobank wanted to create extra customer value and earn the loyalty of entrepreneurs to stay with the bank, and inspiring them to prosper...



# THE SOLUTION: INSPIRATION EVENTS

Cees: "My solution was to add genuine customer value and earn loyalty of clients by inspiring our corporate clients with the success of famous keynote speakers and other clients. The sum is that they leave with new ideas and connections resulting spontanious in new business. For them and for the bank...'





## IMPACT & LOYALTY

Many new friendships are born, thousands of new connections are made. During the network events after the seminars new business ideas are ignited. After every inspiration event we are receiving many positive reactions and 'thank you' mails. From the response its clear that we add customer value and earn loyalty.

## THE CHEMISTRY DURING THE EVENTS

During the Rabo Inspiration Events the chemistry between the entrepreneurs is excellent! You can feel the positive energy during the evening. Our guests enjoy the snacks of the catering and the time to reflect together on the success stories of the evening.

## TRAINING SUCCESS

The fact that I am currently busy organizing the 25th inspiration seminar, we are organizing them 7 consecutive years and that we are hosting hundreds, sometimes 1,000 corporate clients is for many the prove that our teamwork is an great training success.

## CEES VINGERLING

Cees Vingerling is a frequent asked speaker and inspirator. He is Master of Corporate Education and IBCT Certified Trainer. Also he is CMO of Voorne Putten in the Netherlands.









# INTL. CERTIFIED TRAINER **HRD CONSULTANT**

My Skills & Expertise











# Dailu work skills

Professor at Tanta University **Teaching University Students & Graduates** 

Qualitative Research & Academic Writing Faculty and Leadership Development

IBCT Intl. Certified Trainer / HRD Consultant (CT/HRDC)

Honorable Member and Founder IBCT-MENA

Accounting & Information INFSS Systems

Finance and Accountancy	100%
Administrative Organization	100%
Performance Based Budgetting	100%
Budgeting, Finance and Auditing	100%
Quantitative Decision Making	100%









Development

Training & Development

Faculty and Leadership

100% 100%

100%

100%

100%

100%

Training Techniques & Methods

Training of Trainers











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WORLD BANK

# DEVELOPMENT AND ENHANCEMENT OF HIGHER EDUCATION





# a training success story of Prof. Samir R. Helal CT

IBCT is presenting success stories from certified trainers and great leaders to inspire the next ones. More information about this specific HRD case is available when you contact the involved educational leader and certified trainer. Today the story of a areat leader: Professor Samir R. Helal. He was director at the National Center for Faculty and Leadership Development in Egypt from 2006-2012.





## THE ULTIMATE CHALLENGE...

In 2006, Egypt - Ministry of Higher Education, the FLDP (Faculty and Leadership Development Project), was a crucial project within the reformation of the Higher Education. FLDP was needed to meet the ultimate challenge to deliver: 1. a pond of 600 qualified trainers, 2. an effective 16 Training Programs and 3. good training facilities in every local university in the country within very few years. All according to strict standards of the international training industry and monitored by the World Bank.



## A THREE-DIMENSIONAIL SOLUTION

Under the leadership of Dr. Samir a hand picked team of more then 40 top-notch Egyptian Professors were trained intensively by an IBCT European expert as master-trainers in training and development. Their mission and main focus was that they would train their fellow professors on new training methods and skills after the training so it could spread itself as a cascade of educational blessings all over the universities in the country.



# UPGRADING TRAINING FACILITIES

To facilitate the job of the newly trained trainers, all universities established a local training center to train their staff. The centers were encouraged to apply for the certification of their facilities. Many Faculty and Leadership Development Center were audited on 5 main criteria and more then 40 sub criteria. Major progress in facilities were

## EVALUATION BY THE WORLDBANK

Within the giant HEEP (Higher Education Enhancement Project) the Faculty and Leadership Development Project was evaluated as the best of all projects. FLDP delivered in 2012 more then 500 certified trainers at 3 levels, 16 training packages and certified 6 training centers in Egypt.

After the training of the first batch of certified master trainers a group of the brightest professors developed, based on solid training need analysis, a complete curriculum of training materials in Arabic. The materials were: - connected to the domain of the university staff, - the desired situation and - provided to the all the local training centers of the public universities in Egypt.

## PROFESSOR SAMIR HELAL CT

Professor Samir Helal graduated from the University of Illinois - College of Business in and got his Ph.D in Accounting and Computer Science. Dr. Samir is an honorable member of the IBCT and currently emeritus professor at the Faculty of Commerce at Tanta University in Egypt.





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## What Effective Training is?



# Author: Elham Mahmoud Ali - Mphil, PhD, CT

Six years since I passed the fruitful experience of Training through the IBCT in 2008 – one of the greatest challenges I have ever in my life. Since then, I shared many training sessions, some as an AT then others as a CT. As a trainer, each time I gain much more knowledge and enhance one more skill. In 2012, I got a delicate opportunity for a new field in corporate training as I've been contracted to do consultation in "Training & Development" at MUST University (Misr University for Sciences and Technology) in Egypt where I am working also as the director of the Career Developing Center at the same university. Science then, I felt I started a new important side in my experience and invading a new sector in education in Egypt (Private education sector). Providing training programs, applying TNA in a wide and multi-disciplined university, designing training materials and share the university strategic plan for future gave me a golden opportunity to strengthen my experience and empower my talents. It bridges me from being just a positive reactor or a good learner of training to an efficient applicant who perform effective institutional impact (impacts) together with thinking of the return on investment (according to Kirk Patrick's four level of assessment and Philip's fifth level of return on investment).

During my early days at MUST, I face many obstacles that hinder the success for some time. These obstacles mainly arisen from the poor knowledge about corporate training, adult learning and their relation with development. I successfully dealt with these obstacles with a well applied plan for "transfer "with the great help and support from the university president and the vice president.

One of the latest big achievements at MUST is conducting the first TOT training (AT level) there in February, 2014 to which I got a huge number of interviewee (from inside and outside MUST). With a striking training program and the magnificent trainers we finally got a group of 15 distinguished associate trainers for MUST. The trainees firstly had various impressions towards the "Training". On completing the program, all of them provide a very positive attitude towards the impact of corporate methods of training on their performance, knowledge, skills and their future plans.





Dr. Olfat Deiab, associate professor at the College of physical therapy said: By registering in TOT1 through IBCT I had the chance to practice "Speaking" effectively and "Listening" attentively. As an associate trainer I can say that IBCT have its unique approach in adopting standards in trainers, training, materials, policies, and conditions which is reflected in outcomes and objectives achievements.





Dr. Abir Enan – Assistant professor at the faculty of Archaeology & Tourism Guidance said: I like to share my great experience in training. As a teaching staff member of MUST (Misr University for Science and Technology), I was fortunate enough to have joint the first patch of the Preparatory Level of TOT through the training center of the university, the CDC (Career Developing Center). This was a life changing experience for me, as I have learned skills that I have already started to use in my personal life not only in my professional life. One of the things that I believe are great in this program is that I "had" to put up to the high standards of IBCT. This program opened a new window of thinking to me. I realized that many of the things that I used to do spontaneously are in a fact a "science" with rules and steps that should be followed in order to reach the right "formula" and the required results.



And these are the words and inspiration told by Dr. Hanan Gewefel – Assistant professor at the Faculty of Applied Medical Science: I have been attend lots of conferences, seminars and workshops, I have no doubts that the IBCT course is one of the useful courses ever through my practical life. Dr. Elham your commitment to excellence has inspired the entire group. I am recommending such training for my colleagues, as it's beneficial and of great value. I want to acknowledge everyone's extra effort during the workshop days.

This raining program (AT064) – which managed by CDC at MUST in cooperation with the IBCT-Mena and the supervision of the IBCT-global – left a very efficient impact about training and development not only the attended trainees but also on the CDC and the university as whole. The CDC starts to harvest the seeds that planted earlier: 1) the trainees started their primary role to transfer the "culture of training"; 2) The CDC started by the help of the new trainees to design new TNA-based training materials that serve the university plan; 3) Many faculties and staff started to communicate the CDC for similar activities and 4) the university gives much more care and conference in the CDC and its activities.

The biggest achievements afterword is the serious thinking from MUST side to be one of the IBCT focal point in Egypt. This will help me to closely hit my earlier dream of making the CDC at MUST the host house for training, counseling and development for the private education sector in Egypt.

This is my successful story at MUST-CDC that helped me to answer –or –to enhance my answer of the great question: "What Effective Training Is?



## 1-11-2014

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