



The CPD Standards Office
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3.1 TRAINING INSTRUCTOR'S POLICIES (TRAINER COMPETENCIES)

A trainer imparts specific skills or knowledge through structured programs, while a coach facilitates personal development and performance improvement through guidance and feedback. A consultant provides expert advice and solutions for specific problems, whereas an advisor offers ongoing strategic guidance; a mentor shares experience and wisdom to foster growth, and a monitor oversees progress and ensures compliance with standards.

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What are the differences between Trainer / Coach / Consultant / Advisor / Mentor / Monitor?

Trainer:

- A trainer is someone who imparts knowledge or teaches specific skills to individuals or groups.
- Trainers focus on transferring information and facilitating learning through structured sessions or workshops.

Coach:

- A coach helps individuals or teams set and achieve goals, develop skills, and overcome challenges.
- Coaches use questioning, active listening, and feedback to guide clients towards their objectives and unlock their potential.

Consultant:

- A consultant provides expert advice and guidance to individuals or organisations in a particular field or industry.
- Consultants typically analyse problems, develop solutions, and offer recommendations to improve processes or achieve desired outcomes.

Advisor:

- An advisor offers guidance, recommendations, and support to individuals or organisations seeking assistance with specific decisions or issues.
- Advisors draw on their expertise and experience to provide informed insights and help clients make informed choices.

Mentor:

- A mentor is an experienced and trusted advisor who provides support, guidance, and encouragement to a less experienced individual (mentee).
- Mentors share their knowledge, wisdom, and insights to help mentees develop personally and professionally.

Monitor:

- A monitor observes and assesses performance, progress, or compliance with established standards or objectives.
 - Monitors track activities, collect data and provide feedback to ensure that goals are being met and processes are running smoothly.
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In the context of training and development, "character" and "behavior" are related but distinct concepts:



Character: This refers to the inherent qualities, traits, or attributes of an individual. It encompasses a person's values, ethics, integrity, and moral compass. Character is often considered foundational and enduring, representing the essence of who a person is.



Behaviour: Behaviour, on the other hand, refers to the actions, reactions, and conduct demonstrated by an individual in various situations. It encompasses observable actions and interactions with others, reflecting how individuals respond to stimuli, make decisions, and interact with their environment.

The main characteristics of a successful trainer include:



Expertise: A successful trainer possesses deep knowledge and expertise in the subject matter they are teaching. They are well-versed in the content and can effectively convey complex concepts to learners.



Communication Skills: Effective communication is essential for a trainer to convey information clearly, engage learners, and facilitate understanding. A successful trainer communicates with clarity, confidence, and enthusiasm, adapting their style to suit the needs of different learners.



Adaptability: A successful trainer is adaptable and flexible, able to adjust their approach based on the needs and preferences of their learners. They are responsive to feedback and can modify their teaching methods to ensure optimal learning outcomes.



Empathy: Empathy is crucial for understanding the perspectives and needs of learners. A successful trainer demonstrates empathy by listening actively, showing understanding, and providing support to learners as they navigate the learning process.



Passion for teaching: A successful trainer is passionate about teaching and committed to the success of their learners. They are enthusiastic about sharing their knowledge and helping others develop new skills and competencies.



- ➡ **Engagement:** A successful trainer engages learners by creating an interactive and participatory learning environment. They use a variety of teaching techniques, such as discussions, activities, and multimedia resources, to keep learners engaged and motivated.
- ➡ **Organisation and Planning:** Successful trainers are well-organised and proficient in planning and delivering training sessions. They develop clear objectives, create structured lesson plans, and ensure that training materials are relevant and up-to-date.
- ➡ **Continuous Learning:** A successful trainer is committed to continuous learning and professional development. They stay updated on industry trends, best practices, and emerging technologies to enhance their skills and knowledge as a trainer.
- ➡ **Patience:** A successful trainer understands that learners may have different paces of learning and varying levels of understanding. They exhibit patience and provide support to learners as they grasp new concepts and skills.
- ➡ **Creativity:** Successful trainers are creative in their approach to designing and delivering training materials. They find innovative ways to present information, create interactive learning activities, and make the learning experience engaging and memorable.
- ➡ **Confidence:** Confidence is essential for a trainer to effectively command the attention and respect of learners. A successful trainer exudes confidence in their subject matter expertise and teaching abilities, inspiring trust and credibility among learners.
- ➡ **Feedback Skills:** Providing constructive feedback is a vital aspect of training. Successful trainers offer feedback in a supportive and constructive manner, highlighting areas of improvement while also recognising achievements and progress.
- ➡ **Time Management:** Effective time management skills are crucial for trainers to maximise the use of training sessions and ensure that learning objectives are met within the allocated time frame. They prioritise tasks, manage resources efficiently, and maintain a structured approach to training delivery.
- ➡ **Adaptation to Technology:** In today's digital age, successful trainers are comfortable with leveraging technology to enhance the training experience. They incorporate digital tools, online resources, and multimedia presentations to create dynamic and interactive learning environments.



- ➡ **Cultural Sensitivity:** Trainers who work with diverse groups of learners recognise the importance of cultural sensitivity and inclusivity. They respect and value cultural differences, adapting their training approach to accommodate various cultural backgrounds and perspectives.
- ➡ **Leadership Skills:** Successful trainers demonstrate leadership qualities by guiding and motivating learners throughout the training process. They inspire confidence, foster collaboration, and empower learners to take ownership of their learning journey.
- ➡ **Networking Abilities:** Building relationships and networking within the training community is valuable for a successful trainer. They actively engage with peers, industry professionals, and training organisations to share knowledge, exchange ideas, and stay abreast of industry trends.
- ➡ **Professionalism:** Professionalism is essential for maintaining credibility and integrity as a trainer. Successful trainers exhibit professionalism in their conduct, communication, and interactions with learners, colleagues, and stakeholders.
- ➡ **Resilience:** Training can sometimes be challenging, and successful trainers demonstrate resilience in overcoming obstacles and setbacks. They remain adaptable and positive in the face of challenges, persevering to achieve training objectives and support learner success.
- ➡ **Commitment to Learner Success:** Above all, successful trainers are deeply committed to the success and development of their learners. They go above and beyond to support learners, provide guidance and encouragement, and celebrate their achievements along the learning journey.





The main behaviours that a trainer should include:

- ➡ **Active Listening:** Trainers should listen attentively to participants, showing genuine interest in their questions, concerns, and feedback.
- ➡ **Clear Communication:** Trainers should communicate information clearly and effectively, using language that is easy to understand and engaging for participants.
- ➡ **Empathy:** Trainers should empathise with participants, understanding their perspectives, challenges, and learning needs.






-  **Adaptability:** Trainers should be flexible and adaptable, adjusting their training approach based on the needs, preferences, and learning styles of participants.
-  **Enthusiasm:** Trainers should demonstrate enthusiasm and passion for the subject matter, inspiring participants and fostering a positive learning environment.
-  **Patience:** Trainers should be patient and understanding, allowing participants the time and space to learn at their own pace.
-  **Respect:** Trainers should treat participants with respect and dignity, valuing their contributions and creating a supportive and inclusive learning environment.
-  **Encouragement:** Trainers should provide encouragement and positive reinforcement, motivating participants to actively engage in the learning process and achieve their goals.
-  **Flexibility:** Trainers should be open to feedback and willing to make adjustments to their training approach as needed to better meet the needs of participants.
-  **Professionalism:** Trainers should maintain professionalism at all times, adhering to ethical standards, maintaining confidentiality, and upholding the integrity of the training process.
-  **Confidence:** Trainers should convey confidence in their knowledge and abilities, instilling trust and credibility among participants.
-  **Passion:** Trainers should demonstrate a lifelong commitment to learning and professional development, inspiring participants to adopt a similar mindset.
-  **Creativity:** Trainers should incorporate innovative and creative teaching methods to make learning engaging and memorable for participants.
-  **Organisation:** Trainers should be well-prepared and organised, ensuring that training sessions run smoothly and efficiently.
-  **Adaptability:** Trainers should be able to adapt to unexpected challenges or changes in the training environment, maintaining composure and professionalism at all times.



-  **Cultural Sensitivity:** Trainers should be sensitive to cultural differences and diversity among participants, fostering an inclusive and respectful learning environment.
-  **Problem-solving Skills:** Trainers should be able to effectively troubleshoot issues or challenges that arise during training sessions, finding creative solutions to ensure successful outcomes.
-  **Accountability:** Trainers should take ownership of their roles and responsibilities, holding themselves accountable for the quality and effectiveness of the training they deliver.
-  **Feedback-oriented:** Trainers should actively seek feedback from participants to evaluate the effectiveness of their training methods and identify areas for improvement.

Becoming a trainer typically involves a combination of education, experience, and skill development.

Here's a general overview of how someone can become a trainer and potential career paths in the field:

-  **Education:** Many trainers have a bachelor's degree, although it may not always be required. Degrees in fields such as education, human resources, organisational development, psychology, or a related area can be beneficial. Additionally, obtaining certifications or specialised training in training and development can enhance credibility and qualifications.
-  **Experience:** Practical experience in the field related to the subject matter being taught is often essential. This may involve working in the industry for several years to gain expertise and insights that can be shared with others. Experience in teaching, public speaking, or facilitating workshops can also be valuable.
-  **Skill Development:** Effective trainers possess a range of skills, including communication, presentation, facilitation, interpersonal, and organisational skills. They also need to be knowledgeable about adult learning principles, instructional design, and training methodologies. Continuously honing these skills through practice, feedback, and professional development is crucial.



➡ **Certifications:** While not always required, obtaining certifications relevant to training and development can enhance credibility and expertise. For example, certifications such as the Certified Professional in Learning and Performance (CPLP) or Certified Professional Trainer (CPT) demonstrate proficiency in the field.

➡ **Career Path:** The career path for a trainer can vary depending on individual interests, specialisation, and industry. It may involve starting as a junior trainer or training assistant and progressing to roles such as trainer, senior trainer, training manager, training consultant, or instructional designer. Some trainers may also transition into roles such as HR manager, organisational development specialist, or freelance consultant.

Overall, becoming a successful trainer requires a combination of education, experience, ongoing skill development, and a passion for helping others learn and grow. Continued learning and staying abreast of industry trends are also important for long-term success in the field.

The requirements for obtaining a license or certification to become a trainer can vary depending on the country, industry, and specific training niche.

Here are some common routes and qualifications that trainers may pursue:

➡ **Certifications:** There are various certifications available for trainers that can enhance their credibility and qualifications. These certifications may focus on general training and development skills or specific areas such as leadership development, coaching, instructional design, or industry-specific training. Some well-known certifications for trainers include:

- Certified Professional in Learning and Performance (CPLP)
- Certified Professional Trainer (CPT)
- Certified Training Professional (CTP)
- Certified Instructional Trainer (CIT)
- Certified Performance Technologist (CPT)
- Certified Virtual Trainer (CVT)
- Certified Professional in Training Management (CPTM)

Education: Many trainers have a bachelor's or master's degree in fields such as education, human resources, organisational development, psychology, or a related area. While not always required, formal education can provide a strong foundation in instructional design, adult learning principles, and training methodologies.



- ➡ **Work Experience:** Practical experience in the field related to the subject matter being taught is often essential for trainers. This may involve working in the industry for several years to gain expertise and insights that can be shared with others. Experience in teaching, public speaking, or facilitating workshops can also be valuable.
- ➡ **Continuing Education:** Trainers often engage in ongoing professional development to stay current with industry trends, best practices, and emerging technologies. This may involve attending workshops, conferences, webinars, or pursuing additional certifications.
- ➡ **Industry-Specific Requirements:** In some industries, trainers may need to meet specific regulatory requirements or hold specialised certifications relevant to their field. For example, trainers in healthcare, finance, or safety training may need to comply with industry standards or regulations.
- ➡ **Organisational Requirements:** Some employers or training organisations may have their own specific requirements or criteria for hiring trainers. This may include a combination of education, certifications, experience, and specific skills or competencies.
 - Association for Talent Development (ATD):
 - Website: [ATD Certification](#)
 - International Association for Continuing Education and Training (IACET):
 - Website: [IACET Accreditation](#)
 - American Society for Training and Development (ASTD):
 - Website: [ASTD Certification](#)
 - International Society for Performance Improvement (ISPI):
 - Website: [ISPI Certification](#)
 - Project Management Institute (PMI):
 - Website: [PMI Certification](#)
 - International Coach Federation (ICF):
 - Website: [ICF Certification](#)
 - Association for Experiential Education (AEE):
 - Website: [AEE Certification](#)



Here are some "to do" and "not to do" guidelines:



Do:

- **Be Prepared:** Thoroughly plan and prepare your training sessions in advance to ensure they are engaging and effective.
- **Know Your Audience:** Understand the background, knowledge level, and learning styles of your participants to tailor your training accordingly.
- **Encourage Participation:** Create a supportive and interactive learning environment that encourages active participation and engagement from all participants.
- **Provide Clear Instructions:** Clearly communicate the objectives, expectations, and instructions for each activity or exercise to avoid confusion.
- **Be Flexible:** Adapt your training approach as needed based on the dynamics of the group, participant feedback, and unexpected challenges.
- **Use Varied Instructional Methods:** Incorporate a variety of teaching methods, such as lectures, discussions, group activities, and multimedia presentations, to accommodate different learning styles.
- **Offer Constructive Feedback:** Provide feedback that is specific, constructive, and actionable to help participants improve their skills and performance.
- **Encourage Collaboration:** Foster a collaborative learning environment where participants can learn from each other's experiences and perspectives.
- **Be Approachable:** Be approachable, accessible, and responsive to participants' questions, concerns, and feedback throughout the training.
- **Model Professionalism:** Demonstrate professionalism, respect, and integrity in your interactions with participants and colleagues.



Don't:

- **Don't Overload Participants:** Avoid overwhelming participants with too much information or trying to cover too many topics in a single session.
- **Don't Lecture Excessively:** Minimise long, uninterrupted lectures and instead encourage interactive discussions and activities to keep participants engaged.
- **Don't Ignore Participant Needs:** Pay attention to participants' needs, interests, and feedback, and be willing to adjust your approach accordingly.
- **Don't Dominate Discussions:** Allow ample time for participants to share their thoughts, ask questions, and contribute to discussions without dominating the conversation.
- **Don't Dismiss Questions:** Take all participant questions seriously and address them respectfully, even if they seem basic or off-topic.
- **Don't Be Inflexible:** Avoid sticking rigidly to your lesson plan at the expense of meeting participants' needs or addressing emerging topics of interest.
- **Don't Neglect Assessment:** Incorporate regular assessments and feedback mechanisms to gauge participant understanding and adjust your training approach as needed.
- **Don't Oversimplify Complex Topics:** While it's essential to make content accessible, avoid oversimplifying complex concepts or omitting critical details that participants need to understand fully.
- **Don't Engage in Unprofessional Behavior:** Maintain professionalism at all times and avoid behaviours such as using inappropriate language, making offensive jokes, or displaying bias.
- **Don't Rush Through Material:** Allow sufficient time for participants to digest and process information, and avoid rushing through material to meet a predetermined schedule.