

The Case for Investing in Training Managers



The success of any training program lies heavily on the shoulders of the **Training Manager**.

Organizational **investment** in training manager performance is the

#1 Predictor

of training organization performance.



Top 4 Predictors

- ◆ Training Manager Development Training
- ◆ Use of Learning Technology
- ◆ Training Manager Years of Experience
- ◆ Use of Outside Vendor Services

You must invest in your **Training Managers** to prepare them to connect every training initiative with business outcomes.



Use These Three Preparation Activities to Create Great Training Managers

1 | SUPPORT **CERTIFICATION**

Training manager effectiveness

is strongly associated with the completion of a training certification.

In Fact:

Organizations that employ training managers with training certifications are **4x more likely** to be rated **above average** and above-average training organizations are almost twice as likely to **provide support for certifications**.



52%

of above-average organizations invest resources in outside certifications and developmental opportunities by providing **financing and time off**.



2 | INCLUDE **CROSS-TRAINING**

Great training organizations are more likely to employ trainers with experience outside of the training function.

Approximately

60%

of organizations employ **training managers** with three or more years of experience in...

Their Industry

Management

Line Function



● 3-5 years

● 6-10 years

3 | DEVELOP **BUSINESS ACUMEN**

95%

of learning and development professionals rate **business acumen** as an important competency for the successful performance of training managers.

Great training managers **thrive** when given the opportunity to use business acumen...



allowing them to **align training programs** with their organization's strategic plan.

Strategic alignment is linked with

- ◆ **Higher-Performing** Training Departments
- ◆ **More Effective** Training Leadership



Invest In Developing Great **Training Managers** and Impact **Organizational Performance** Through **Learning and Development**.

This infographic is grounded in data gathered over a decade in an ongoing longitudinal research project, as reported by over 3,000 learning and development professionals. These data form the basis of the CPTM program. To learn how to become a CPTM, visit trainingindustry.com/cptm.

Want to See If **CPTM** is Right for You?

TAKE THE QUIZ