

# Build Your Own Train-the-Trainer Program

Enable your experienced facilitators to certify more trainers to deliver DDI's leadership courses.



**SOLUTION:**  
**Master Trainer Certification**

**YOUR VALUE:**  
With your own Master Trainer, you can deliver DDI's Facilitator Certification Process (FCP) workshop and certify more trainers—virtually or in person—to facilitate 30+ leadership courses.

**VALUE TO FACILITATORS:**  
Master Trainer candidates enhance their current skill set as facilitators to assess, coach, develop, and certify more trainers, empowering them to develop more exceptional leaders.

*"They're the 'gold standard' in training. I've been certified in many other trainings as well....but DDI is simple, it's standardized, it fits all of our needs."*

**Brad Grider**  
Director for Global Learning, Hanesbrands Inc.

## WITH MASTER TRAINER CERTIFICATION YOU CAN:



### Certify More Top Trainers

Enable current facilitators to certify more of your own trainers, growing your arsenal of top trainers. Plus, you're making the most of your budget when you deliver your own certification workshops.



### Deliver More Top-Quality Training

With increased leadership training capabilities, your organization wins with more opportunities to develop exceptional leaders.



### Build Critical Skills

Your experienced facilitators enhance their skill set by building critical coaching and feedback skills as they prepare facilitator candidates for successful certification.



### Drive Behavior Change and Results

More certified facilitators to deliver DDI's proven leadership courses can accelerate behavior change in your leaders, so you can show ROI sooner.



## SOLUTION AT A GLANCE

### A Rich Learning Experience

The Master Trainer certification process is an engaging, world-class experience that prepares candidates for continued success as a training and development professional.

### Learn from a Positive Model

Master Trainer candidates work with a DDI Master Trainer to learn how to conduct the Facilitator Certification Process (FCP) workshop and make certification decisions at your organization.

### Give Balanced Feedback

Master Trainer candidates learn to provide specific and balanced feedback to facilitator candidates around the competencies and key actions needed for certification.

### Collaborate on Development

Master Trainer candidates learn to support facilitator candidates to successfully deliver assigned courses, and they provide ongoing coaching and feedback to your pool of certified facilitators.

### Develop Additional Facilitator Competencies

Master Trainer candidates enhance the facilitation skills they learned in the FCP, gaining proficiency in three new competencies.



## CERTIFICATION STEPS

### Workshop Preparation

DDI's Master Trainer is matched to your Master Trainer candidate, and together they confirm prerequisites, commitments, and the path forward, including the schedule for three sessions:

### 1.

#### Planning Session

The DDI Master Trainer introduces the certification process. This session will cover the measures of success and how the Master Trainer candidate will get coaching on how to lead an FCP workshop.

### 2.

#### Calibration Session

The candidate learns to effectively track facilitator behaviors and calibrate competency ratings to make certification decisions.

### 3.

#### Co-Training Workshop

Next, the candidate co-trains an FCP workshop for your organization in person or virtually with the DDI Master Trainer. After delivering about 85% of the FCP workshop, and successfully demonstrating the seven competencies, the candidate is certified.

### Workshop Details

**Participants must meet the following prerequisites before Master Trainer certification begins:**

- Successfully obtain certification in DDI's Facilitator Certification Program (FCP) workshop.
- Acquire direct delivery experience with DDI's Interaction Management® courses. DDI recommends facilitation of 3-5 courses, 3-5 times each.
- Achieve familiarity with the courses used as practice assignments and the ability to coach candidates to facilitate those courses.

**Process Format:** Instructor-led, virtual or in person

**Lifetime Certification:** Service agreement is required for the Master Trainer's organization.

**Ongoing Support for Master Trainers:** Regular email updates, online learning resources, exclusive webinars, and more.

### Ready to learn more?

Email: [info@ddiworld.com](mailto:info@ddiworld.com) or contact your DDI representative for next steps.