



AchieveGlobal Trainer Certification

A certification process that opens the door to an amazing system of offerings and a commitment to upholding our reputation for setting the industry standard has led us to create an exciting new generation of certification.

When you do business with AchieveGlobal, your training investment is neither the beginning nor the end of your partnership with us.

At the start, we work with you to identify your specific organizational needs. Together, we create an implementation plan—a combination of training programs and services designed to address those needs.

Once a plan has been established, your selected candidates participate in AchieveGlobal's Trainer Certification Process. Depending on the activities completed, the candidates could become certified to lead training programs in one or more competencies: Customer Service, Sales Performance, Leadership.

In most cases, these certified trainers will be qualified to deliver not only the training programs in your current implementation plan, but also most other training from the same competency you may want to add in the future.

The AchieveGlobal Trainer Certification Process is truly the cornerstone of AchieveGlobal's partnership with your organization. It is the critical link that ensures your organization of successful training results.

Our research shows that participants reap many benefits from the AchieveGlobal Trainer Certification Process. Both new and experienced participants walk away with enhanced and refined facilitation skills, the



Developing the 21st
century workforce™

newest tools and techniques on adult learning, a variety of instructional strategies, practical guidelines for implementation, and actual experience delivering training.

Learning Outcomes

The AchieveGlobal Trainer Certification Process helps training candidates acquire the skills that enable them to deliver effective training to their organizations. By the end of the certification process, candidates will be able to:

- Demonstrate new and effective facilitation skills, behaviors, and techniques
- Give and receive constructive feedback
- Facilitate a skills practice
- Link training to specific organizational issues
- Identify the materials necessary to prepare and deliver training

The AchieveGlobal Trainer Certification Process has 6 steps:

Step 1: Be selected as a candidate.

We offer easy-to-use tools and guides on www.achievetglobal.com to help you identify and prepare the candidates best suited to the important role of training your employees.

Step 2: Learn the universal training skills.

The candidate participates in *Adult Learning Techniques*[™] to explore the AchieveGlobal Learning Formula, feedback skills for facilitators, learning styles, roles of the trainer, etc.

Step 3: Learn product system core concepts.

The candidate participates in the foundational training program for the competency being certified. A best practice is to participate in additional, related programs.

Step 4: Demonstrate proficiency with relevant AchieveGlobal learning design.

The candidate completes *Training Competency Demonstration*[™], led by a certified AchieveGlobal Master Trainer, to learn more about the program content and implementation, receive feedback from others, and practice the skill of giving skill-specific, balanced feedback.

Step 5: Prepare to deliver specific courseware.

The candidate prepares through self-study of facilitator materials for specific courseware to be delivered.

Step 6: Register into Facilitator Database.

The candidate updates contact information, provides evidence that the certification process was completed, and legally commits to abiding by the AchieveGlobal Certification Agreement at all times.

Implementing the Certification Process

Certification via Public Seminar

We regularly offer the certification process via public seminars in major markets around the United States.

In public seminars, **Certification for Customer Service and Leadership** is a 3- or 4-consecutive-day classroom event. Because of the efficiencies of the certification process, candidates who complete the public seminar receive two separate credentials and are certified to lead **both** Customer Service **and** Leadership training at the Deliver and Develop levels. See the figure on the following page for an illustration of these levels

Each seminar begins with *Adult Learning Techniques*[™], offered in the classroom either as a full day led by an experienced AchieveGlobal Master Trainer or as a 90-minute eLearning module. Next, the Master Trainer leads key modules from both *Achieving Stellar Service*[®] *Experiences* and *Achieving Results through Genuine Leadership*[®]—both to model AchieveGlobal standards and to ground candidates in foundational Service and Leadership concepts. Finally, well-prepared and in the safe environment of *Training Competency Demonstration*[™], candidates practice delivery of Service or Leadership training and learn to link it to organizational goals.

In public seminars, **Certification for Sales Performance** consists of three separate events, scheduled at the candidate's convenience. Those who complete the process are certified to lead **all** Sales training programs at the Deliver and Develop levels, except *Winning Account Strategies*[™].

The first event is *Adult Learning Techniques*[™], offered in the classroom either as a full day led by an experienced AchieveGlobal Master Trainer or as a 90-minute eLearning module. The candidate then participates in *Professional Selling Skills*[®], both to see a trainer model AchieveGlobal standards and to be grounded in foundational Sales concepts. Finally, well-prepared and in the safe environment of *Training Competency Demonstration*[™], candidates practice delivery of Sales training and learn to link it to organizational goals.

As you can imagine, gathering strangers from different organizations for a public event presents operational and human challenges not found in a private seminar of co-workers. To ensure that the event is enjoyable and effective for everyone involved, all candidates are required to complete the public events as scheduled and complete all prerequisites. Any candidate unable to meet these standards will not receive Full Certification. The public format also limits the flexibility offered around the choice of

practice-back materials, although candidates will be exposed to a variety of top-selling content.

Visit www.achievetglobal.com to see the list of public seminars available.

Certification via Private Seminar

For candidates who want to be certified to lead Customer Service, Sales Performance, or Leadership training (or any combination) at the Deliver and Develop levels, we offer the process via private seminars within your organization.

Each certification is a process, a collection of steps that can be completed individually, with a choice of timing, location, and, sometimes, with a choice of medium. You can use the various components to “build” a certification that best meets the needs of your organization or even of individual trainers. As long as all required steps are completed, there is a lot of flexibility, which benefits your organization through:

- Lower total cost for most candidates because we have streamlined required materials, offered a choice of medium, and allowed creative scheduling

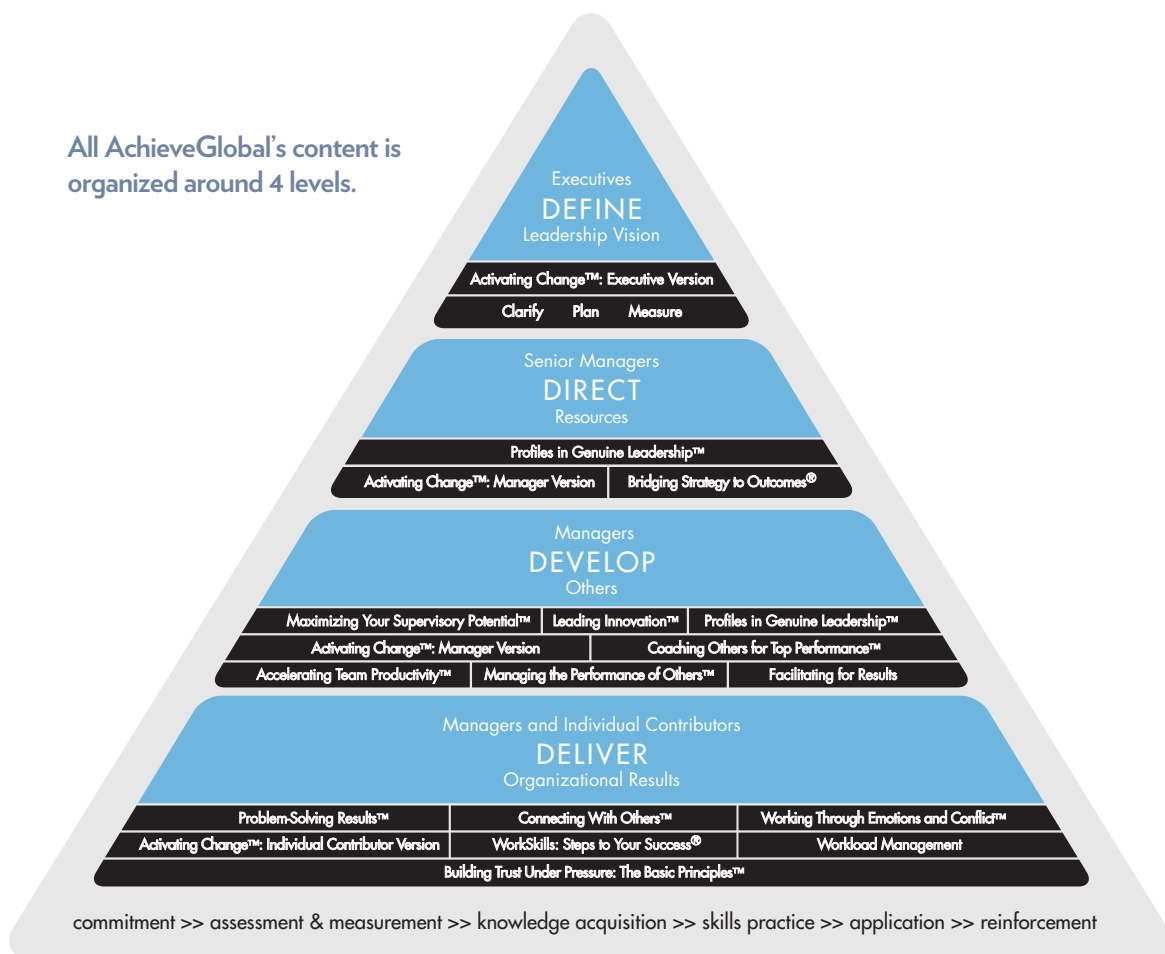
- Higher value given that each investment in materials is carefully selected by you
- Lower cost for crossover certification by existing certified trainers because they don’t have to repeat steps they have already completed

Certification to Lead Training at the Direct Level

Training the executives and mid-level managers who direct the resources of an organization is a very different challenge than training frontline service providers. A senior audience will question and test the trainer, demanding credibility, confidence, stamina, and the ability to connect and execute the concepts at the strategic level while guiding participant decision making and planning from a tactical standpoint. Not every trainer has the knowledge, skills, and abilities to be at ease or succeed with these learners.

The process for **certification at the Direct level** is vigorous, beginning with a stringent selection to ensure that only the best candidates advance. Candidates who successfully complete this process may lead Customer Service, Sales

All AchieveGlobal’s content is organized around 4 levels.



AchieveGlobal’s Leadership content by level

Performance, or Leadership programs targeted at executives and mid-level managers inside the candidates' current employer.

Candidates interested in virtual *Achieving Trainer Excellence™* can become accredited in either Leadership and Service or Sales virtual modules. This virtual process is separate from the ILT (instructor led training) certifications. The virtual platform does require candidates to have completed either the 1-day classroom Adult Learning Techniques™ or the 90-minute eLearning version.

Training Performance Consultant Master Trainers

As a world leader in helping organizations achieve their results through the power of their people, we at AchieveGlobal believe that our Training Performance Consultant Master Trainers need to be best-in-class. Our Training Performance Consultants have been groomed to be world-class trainers in various programs, workshops, and modules—primed for world-wide delivery. In order to ensure best-in-class performance, we hold them to the most rigorous and strict standards.

Client Master Trainers

In rare cases, for those clients with implementations sufficiently large or complex to justify the need, AchieveGlobal offers a process for client trainers to become Master Certified, thereby able to certify other internal trainers. The Client Master Trainer process is robust and long, beginning with a rigid selection to ensure that only the best candidates advance.

Certification Conditions

Not every trainer has the knowledge, skills, and abilities to become a certified AchieveGlobal trainer. At the sole discretion of the Master Trainer, candidates will complete the AchieveGlobal Trainer Certification Process in one of three conditions:

1. Those candidates who achieve **Full Certification** are able to deliver a specific set of AchieveGlobal's courseware inside their employer organization.
2. Some candidates may need more development time to achieve their goal of certification. The requirements for the **Conditionally Certified** candidate to achieve full certification are tailored to the needs of the specific individual. Candidates who are Conditionally Certified must complete and report on certain objectives in order to earn full certification. Candidates in public seminars who do not complete the entire event or its prerequisites will, at best, be Conditionally Certified.
3. In rare cases, a candidate may complete the certification process with a rating of **Not Certified**, meaning the candidate is unable to perform the tasks necessary with the minimum skill level required. A rating of Not Certified indicates that the skills required to perform successful courseware delivery are deemed beyond reach at this point in the candidate's professional development.

About AchieveGlobal

In the 21st century, the level of human skills will determine organization success. AchieveGlobal provides exceptional development in interpersonal business skills, giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning-based solutions—globally, regionally, and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21st century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21st century. AchieveGlobal prepares you for that world.



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