HIGH-IMPACT TRAINING NEEDS ANALYSIS

Engineer Your Organisation's Learning Strategy for Peak Performance



2 & 3 December 2026
The AC Hotel by Marriott, Kuala Lumpur.

KEY LEARNING OUTCOMES

- Design and execute comprehensive training needs analyses that align with organisational strategy
- Implement data-driven methodologies to identify critical skill gaps
- Create ROI-focused training solutions that deliver measurable business impact
- Develop structured evaluation frameworks using the Kirkpatrick model
- Build compelling TNA reports that secure stakeholder buy-in
- Master interview techniques for accurate training needs identification
- Analyse organisational performance indicators to identify training opportunities
- Create strategic training calendars aligned with business objectives
- Select and manage training partners for optimal outcomes
- Design evaluation metrics that demonstrate training effectiveness
- Integrate personality insights into training needs assessment
- Implement cost-effective training solutions that maximise budget utilisation

WHO SHOULD ATTEND?

- HR Directors and Managers responsible for learning and development strategy
- Training and Development Professionals seeking to enhance their TNA capabilities
- Department Heads and Business Leaders driving team development
- Organisational Development Specialists

MAXIMISE LEARNING IMPACT

Exclusive 2 + 1
Team Learning Offer !

We encourage team participation to enhance learning and implementation of the concepts covered. Take advantage of our group attendance package : organisations can register 3 participants for the price of 2 only !

COURSE DIRECTOR

R. SHEYMALATHA ***BBA (Hons), MBA.***
Senior HR & Training Needs Consultant

HRDCORP CLAIMABLE

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WHY TRAINING NEEDS ANALYSIS MATTERS

Organisations worldwide face unprecedented challenges in maintaining workforce competency amidst accelerating technological change. According to McKinsey's Asia-Pacific Learning & Development Study, companies implementing systematic TNA approaches report 35% higher return on learning and development investments, while the Asian Development Bank's Workforce Development Report indicates 31% improved employee retention rates and 28% enhanced productivity metrics compared to organisations without structured approaches.

This high-impact programme transforms conventional approaches to training needs analysis. The programme equips participants with advanced methodologies to identify precise areas where training can drive significant business impact. By integrating strategic business objectives with employee development needs, you will learn to create training solutions that deliver measurable returns on investment while ensuring your workforce remains competitive in an increasingly dynamic market.

Through real-world case studies, interactive workshops, and hands-on exercises, participants master the art and science of conducting training needs analyses that align perfectly with organisational goals, objectives, and culture. You will learn to ensure the right staff receive the right training at the right time, maximising both effectiveness and resource utilisation.

Whether you're an HR practitioner, training professional, department head, or business owner, this programme will enhance your ability to make informed decisions about training investments and ensure they deliver maximum value to your organisation.

YOUR COURSE DIRECTOR

R. SHEYMALATHA *MBA, BBA (Hons).*



R. Sheymalatha (Sheyma) is an accomplished HR practitioner with over two decades of experience specialising in talent development and management. After graduating with honours from the National University of Malaysia in 2001, she earned an MBA in Strategic Management from the University of Georgia, enhancing her strategic approach to human resource development.

Throughout her career, Sheyma has demonstrated exceptional expertise in Training Needs Analysis (TNA), career pathway development and succession planning. She held senior HR positions at prominent organisations, including Western Digital, where she implemented comprehensive talent development programmes for a global workforce. At Integrated Logistics Berhad, she designed innovative succession planning strategies, while at Manipal International and GlobalNXT Universities, she served as Head of HR, managing the complete spectrum of HR processes.

Her credentials in training and development are particularly noteworthy. Sheyma serves as an HRD Corp Malaysia appointed Mentor for SME Entrepreneurs Training and Training Needs Consultant for SMEs. She was also appointed as a Training Needs Consultant for the Fostering Innovation & Refuelling Entrepreneur (FIRE) programme by the Entrepreneurship Development Institute of India, where she helped develop targeted training programmes for emerging businesses.

Sheyma's approach to Training Needs Analysis is both systematic and practical, drawing from her extensive experience across various industries. She specialises in identifying skill gaps, developing tailored learning solutions, and creating comprehensive development plans that align with organisational objectives. Her expertise extends to designing and implementing effective coaching and mentoring programmes, which she considers fundamental to sustainable organisational success.

As a master corporate trainer, Sheyma has developed particular proficiency in translating complex HR concepts into practical, actionable strategies. Her training methodology emphasises hands-on learning and real-world application, ensuring participants can effectively implement TNA frameworks within their organisations.

Over the years, Sheyma has successfully trained thousands of HR professionals across Asia, helping them achieve their learning and development goals. Her training philosophy emphasises the integration of theoretical knowledge with practical application, ensuring participants gain actionable insights and strategies they can immediately implement in their organisations.

TRAINING AGENDA

Foundations of Training Needs Analysis

- Objectives of a Training Needs Analysis (TNA)
- ROI-Driven Training Strategy
- Future-Proofing Your Workforce
- Creating Effective Training Forecasts

Advanced Needs Assessment Models

- Contemporary Assessment Frameworks
  - ADDIE Model in Practice
  - Results-Based Training Design
- Differentiating Between Needs Analysis vs Needs Assessment
- Applying Needs Assessment Models

Performance Enhancement Through Training

- The Performance-Training Matrix
- Implementation Strategies for Immediate Impact
- Innovation Through Learning
- The 70-20-10 Learning Model

Comprehensive TNA Methodology

- Internal Analysis Deep Dive
  - Corporate Assessment
  - Function-Based Analysis
  - Individual Competency Mapping
- External Analysis Framework
  - Customer-Centric Training Needs
  - Supply Chain Integration
  - Market Demand Analysis

TNA Data Collection & Analysis

- Advanced Data Collection Techniques
  - Job Analysis Tools (JD & JS)
  - Survey Design and Implementation
  - Modern Profiling Methods
- Quantitative & Qualitative Analysis
- Observation Methods
- Interview Excellence

Understanding Learning Styles and Personalities

- Impact of Personality Types on Learning
- Adapting Training to Different Learning Styles
- Cultural Considerations

Advanced Interview Techniques

- Focus Group Mastery
  - Pre-Session Planning
  - Facilitation Skills
  - Post-Session Analysis
- One-on-One Interview Excellence

Analytics and Past Performance

- Types of Analytics Records
- Pattern Recognition in Performance Data
- Trend Analysis and Forecasting

Creating Impactful TNA Reports

- Executive Summary Techniques
- Gap Analysis Presentation
- Evidence-Based Recommendations
- Strategic Training Plan Development
- Budget Optimisation Strategies
- Selecting Subject Matter Experts

Strategic Training Implementation

- Training Calendar Preparation
- Training Provider Selection & Management
- Alignment of Training Objectives with Deliverables
- Training Records and Document Management

Advanced Training Evaluation Techniques

- Modern Applications of Kirkpatrick's Model
- Measuring Training Impact
- Effective Training Evaluation Tools
- Return on Investment Calculations
- Documenting Best Practices

Training Wrap-Up

- Q & A
- Delegate Action Plans
- Evaluation and certificate presentation

2 & 3 DECEMBER 2026
The AC Hotel by Marriott, Kuala Lumpur.

PARTICIPANT DETAILS
Please photocopy this form for more delegates

PARTICIPANT 1 :

Name :

Position :

Mobile :

Email :

PARTICIPANT 2 :

Name :

Position :

Mobile :

Email :

AUTHORISING MANAGER :

Name :

Position :

Tel :

Email :

Organisation :

Address :

Date :

Signature :

COURSE FEE

☐ **RM1800.00 nett / participant – Malaysia.**

☐ **USD450.00 nett / participant – International.**

Please Note:

1. Course Fees include attendance, course notes, lunches, refreshments, certificate and applicable taxes.
2. Full payment must be received before the start of the course.
3. For groups of 5 or more participants, please contact us.

PAYMENT METHOD

Payment can be made by cheque or bank transfer.
Please make payment to:

iPraxis Sdn. Bhd.

Bank	: Maybank Berhad
Bank Branch	: Damansara Utama
Account No	: 5141-9634-9635
Swift Code	: MBBEMYKL
Bank Address	: 66, Jalan SS 21/35, Damansara Utama, 47400 Petaling Jaya, Selangor, Malaysia.

GENERAL TERMS & CONDITIONS

1. **Substitutions -** are welcome. Kindly notify us at least 2 working days prior to the programme.
2. **Cancellations -** will be refunded in full minus a RM250.00 administrative charge provided the cancellation is done in writing at least 7 working days prior to the programme. Cancellations done less than 7 working days prior to the programme will not be eligible for any refunds and will carry a 100% liability.
3. **Advertised package -** While every reasonable effort will be made to adhere to the advertised package, please note that the content, speaker and venue were confirmed at the time of publishing. Circumstances beyond our control may necessitate an alteration to the same. As such we reserve the right to alter or modify the advertised package if required.
4. **Postponement & Cancellation -** If the programme has to be cancelled or postponed by us for any reason, we will issue refunds in full for all payments received without any deductions whatsoever.
5. **Liability -** We will not be liable for any loss or damage suffered by the client as a result of a substitution, alteration, cancellation or postponement of the programme.
6. **Database -** Upon receipt of this registration form, we assume that you are giving us your consent to store your details and use it for future marketing efforts. If you do not wish to be included in our database, kindly notify us.
7. **Copyright and Intellectual Property -** The content, format and delivery of the programme constitute our intellectual property and copyright. Unauthorised redistribution or reproduction of part or all will be actionable by law.

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