

## ➤ IBCT Certification Manual for Training Packages



➤ **Organization's Name:**

## CONTENTS

1.	Introduction .....	2
2.	The certification process at a glance .....	3
3.	Standards for training materials .....	4
4.	Handbook for certification & Application Form .....	5
4.1	Organizational questionnaire .....	6
4.2	Materials questionnaire .....	7
4.3	Order to start the process of materials accreditation .....	8
5.	Checklist with standards & weight factors .....	9

## 1. INTRODUCTION

Thank you for taking the first step towards the certification of your training materials. Once you have completed this application, please follow the steps listed below. As you go through the application, we promise to:

1. Answer any questions. A board member of the Certification Committee will answer any questions you might have. So, please don't hesitate to email your questions.
2. Quick scan your application and let you know if it is accepted in the current state or we need further information.
3. If your application is accepted and the payment is received, we will tune into a mutual feasible time schedule for the certification of your materials. This process can theoretically spoken be done within a timeframe of approximately six weeks. The final conclusion of the certification committee can be: a. no opinion, we like to get more information, b. below the standards, c. sufficient, d. above the standards.

### Please take notice of the following IBCT publications!

- [www.ibct-mena.com](http://www.ibct-mena.com) - [www.ibct-global.com](http://www.ibct-global.com)
- Purposes and goals.
- IBCT Code of Professional Conduct.
- IBCT (Re) certification manual for new material packages

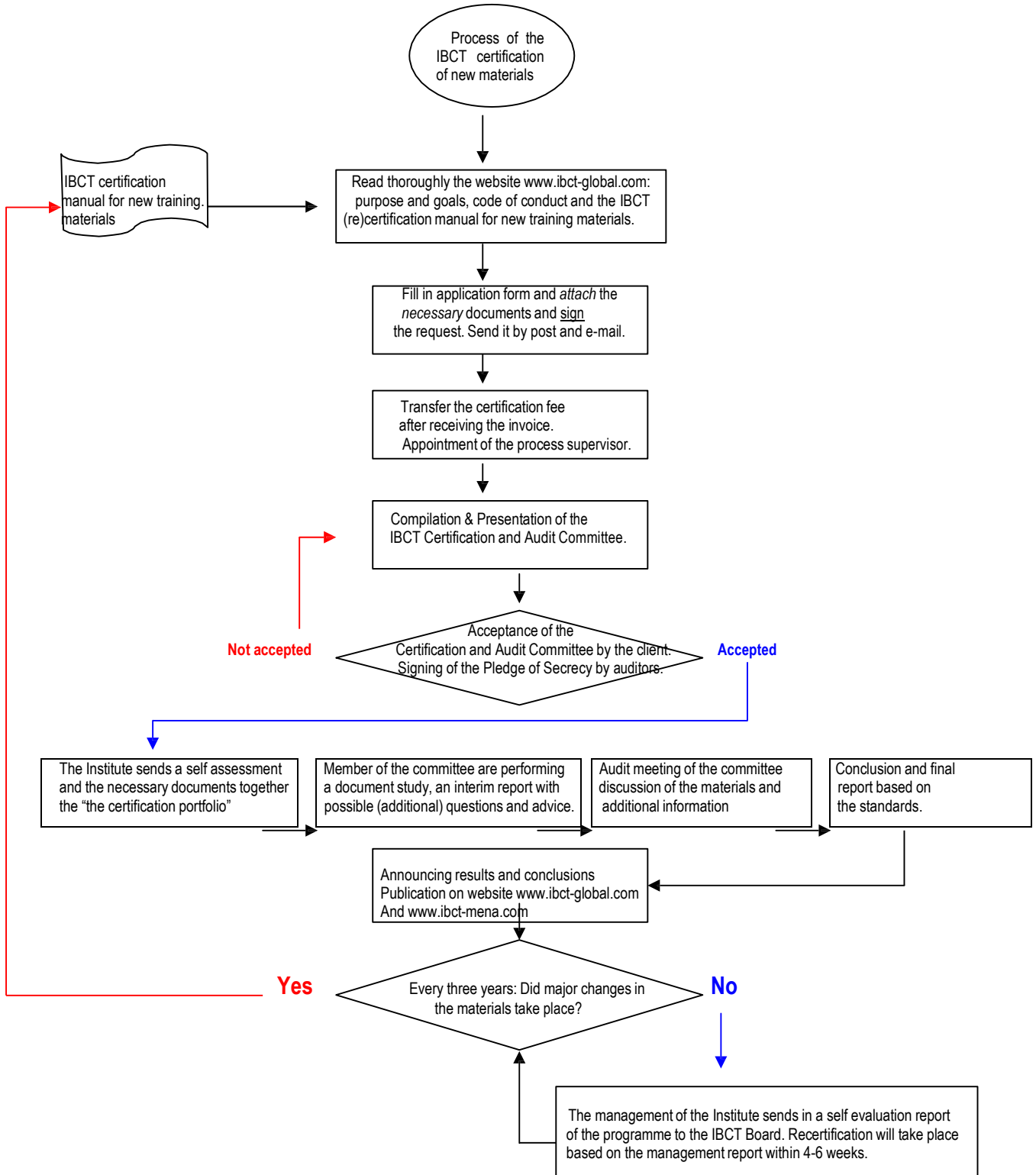
**Then fill in the applicable parts of the application and submit all the necessary documents.**

### Note:

If you think your trainings materials have an international certification that is equivalent to the IBCT audit, you may submit this certification report for approval. For verification purposes send the postal package with your application documents, **and** all documents in a certified PDF file by email, to your regional IBCT headquarters:

IBCT-MIDDLE EAST & NORTH AFRICA DIVISION IBCT-MENA  Dr. Ahmed Metwally CT, Director <a href="mailto:info@ibct-mena.com">info@ibct-mena.com</a>	HEADQUARTERS  Stichting International Board of Certified Trainers Mrs. L.S. Jaipal, Chairman <a href="mailto:info@ibct-global.com">info@ibct-global.com</a> PO Box 12084 3004 GB Rotterdam – The Netherlands
---	--

## 2. THE CERTIFICATION PROCESS AT A GLANCE



### 3. STANDARDS FOR TRAINING MATERIALS

#### Preamble

The International Board of Certified Trainers, a foundation organised globally under European law (in the Netherlands). It was founded as a professional society in the United States. The mission of the Board is to improve the practice of the profession and the public's perception of it.

To this end the Board: promotes high standards in the conduct of professional training, training facilities, training materials and training programmes. Certified training materials provide their trainees with (a):

- well balanced quantity of theory and practice;
- well structured and organized materials;
- tools and aids that present and illustrate the know how in a clear way;
- effective way to help to realize the programme objectives, stimulating self learning;
- transparent sources and respect the copyrights of others;
- materials that are functional and easy to use.

The Board communicates those requirements and standards to the public and it is certifying training materials according to these modern educational standards. The standards are listed in a professional checklist and are divided into main and sub criterion with a weight factor.

Institutes that provide there trainees and trainers with training materials that are certified by the Board, provide them with highly effective and efficient tools that assures the success.

#### 4. HANDBOOK FOR CERTIFICATION OF TRAINING MATERIAL PACKAGES

Dear Colleague,

We are pleased to know of your interest in the International Board of Certified Trainers. Enclosed is information concerning:

- I. Your organization;
- II. Your program;
- III. The first step by giving the order to the process for the certification of your program

The certification of trainers is a major milestone in our field. The profession has the need and obligation to assure the consumer and the profession that training materials meet the minimum standards of the profession. To meet this need and obligation, the IBCT has established a credentialing and certifying system, which identifies and certifies only qualified training materials.

Training programs whose materials are approved will receive a certificate, the certification checklist and may use the hallmark of the IBCT on their materials and PR expressions.

To receive the certification of your training materials, complete the application packet enclosed. Please allow two weeks for processing of your application materials and to complete the free quick scan. Please let us know if you have any questions about the process, manual, procedures or if we can be helpful to you in any way as you complete the application.

We appreciate your interest and look forward to your application.

Sincerely Yours,

On behalf of the credentialing and certification committees

**European Division**



Erik Boshuizen,  
Director

## 4.1 Organization Questionnaire / Application Form

### Background information / Organizational data

Name of the Institute/center :

Name of the owner of the Institute/center :

Name of the CEO of the Institute/center :

Name of the contact person for the IBCT :

Address of the Institute/center :

Postal code :

City/town :

State :

Chamber of Commerce : Number of registration:

Country :

Corporate phone :

Corporate fax :

E-mail address :

Website :

Year of foundation :

Number of trainers employed on a : permanent basis ..... - free lance basis ...

Number of staff employed on a : permanent basis ..... - free lance basis ...

Professional memberships :

Annual number of trainees : ..... in company - ..... open training

Annual turn over : 0 \$100,000 – \$249,000  
 0 \$250,000 – \$499,000  
 0 \$500,000 – \$999,000  
 0 \$1,000,000 - \$2,500,000  
 0 \$2,500,000 and up.

Title of the training material :

Name of the program manager :

Name of the compiler(s) / author(s) :

Annual number of trainees of the course :

Other earlier (program) certifications :

## 4.2 Material Questionnaire / Application Form

### Relation to the professional competencies and/or the work field

What is the vision and mission of the organization/programme? Which competence profile has been the foundation for the program? How did the organization involve the demands of 'the working field' ? Which competences are been developed / trained during the program?

### Balance between knowledge, insight and skills

What is the total study load for the course in terms of hours?  
 - Preparation, reading, practicing, examining and contact training.

How many hours of self-study and reading?  
 How many hours of self-practice?  
 How many hours of contact lecture?  
 How many hours of practical didactic skills training?

What are the subject/themes, Is it knowledge or skills training? Hours per subject given?

*Example given*

Subject / Theme	Knowledge, Insight or Skills	Study load
<i>Evaluation: 4 levels Kirkpatrick</i>	<i>Knowledge</i>	<i>4 hours</i>
<i>Role-play: guiding &amp; procedures</i>	<i>Insight</i>	<i>4 hours</i>
<i>Feedback; asking form</i>	<i>Skills</i>	<i>2 hours</i>

### Learning goals

What are the learning goals of the program that trainees need to achieve at the end of the course in terms of:

1. Knowledge, insight, behavior;
2. Condition;
3. and standards.

### Evaluation and examination

How does the organization evaluate the program? What are the recent evaluation results of the program?  
 How does the organization examine the gained knowledge of the trainee at the end of the program?  
 How does the organization examine the gained skills of the trainee at the end of the program?  
 How the organization does secure objective and honest examinations?

### Self-directed learning

Explain till which extend self-directed learning in applied in the materials?  
 Please show us some examples.

### Training plan

In what way the instructor receives guidance to conduct the sessions?

**Note:** please answer the above questions as complete as possible and enclose documents (books, binders, multimedia, PowerPoint slides and trainer's manual) that support the answers.



### 4.3 Order to start the process of program certification

We are applying the training materials of the program named ....., for certification by de foundation International Board of Certified Trainers to get certified training materials.

A . Materials for a 1-2 days training course for \$1,900 only

or

B . Materials for a 3-4 days training course \$3,325 only

or

C . Materials for a 5-10 days training course \$5,900 only

The investment of the certification for clients outside the Netherlands is no subject to VAT and excluding the travel and hotel expenses of the visiting auditor(s). After the quick scan and acceptance of your application an invoice will be send. The fees for training materials accreditation are non-reimbursable.

Besides providing guarantees to the public, our aim of certification is one of providing organizations with possibilities to learn thru positive feedback, tips and additional questions for reflection. The result we strive for is that organizations can improve and secure the quality of their training materials.

The general terms and conditions apply to all offers and agreements between the IBCT and a customer, unless the parties have expressly departed from these terms and conditions in writing. The terms and conditions are deposited under the name 'algemene leveringsvoorwaarden IBCT – European Division in October 2006 at the Chamber of Commerce Haaglanden in Zoetermeer – The Netherlands. You can download a copy from [www.ibct-global.com](http://www.ibct-global.com)

Information submitted is true to the best of my knowledge \_\_\_\_\_(signature).

Name in block letter \_\_\_\_\_

Date \_\_\_\_\_ and place \_\_\_\_\_

## Standards for Certifying Training Material Packages

### 1. Quantity

This section comprises number and size of printed materials covering the topics of the training program and its relevance to program nature and time. These criteria include

- a. Number of pages  
5-10 pages, printed in font size 12 per hour of training, including cases and examples.
- b. Ratio between theory and practice  
20% of the material size should be devoted to theory and concepts relevant to the training subject and 80% of the material should be allocated to illustrations, examples, and cases.

### 2. Structure and organization

#### a. Classification of Materials

##### a. Trainer's Manual

This manual should include a lesson plan for every training session, i.e. time frame, learning goals, advised didactical methods, suitable media.

##### b. Trainee's Manual

This should be divided into sessions; each session should include the following:

- Table of content
- A relevant quote that motivate the trainees to read the session.
- A short story that reflects the main theme of the session.
- The session objectives, including knowledge, skills and attitudes.
- Explanation of different theories to cover the session objectives.
- Training activities should be integrated with corresponding theories and concepts.

##### c. Power Point Presentation

Each session should have a power point presentation, the following rules should be considered:

- Dark text on a light background
- Applying the 7X7 rule (not more than 7 lines for each slide and not more than 7 words for each line).
- Use a clear font (such as sans serif), large enough to be visible – at least 28 pt.
- Avoid too much animation and excessive fanciful colors.
- Use charts, graphs, tables, diagrams instead of text when it appropriate.

- d. Other Audio/Visual aids (If available).  
Using any other audio/visual aids, like educational movies, sound files will add extra points.
- e. Program Evaluation Forms (Trainer, Trainee, Training Environment).  
The training package should contain an appropriate tool for program evaluation according to the first two levels of the Donald Kirkpatrick evaluation model.
- f. Logical flow of the subject  
Theories should precede the application. Each topic either builds on or relate to previous topic(s).
- g. There must be an English summary of the materials if it is prepared in any other Language

**b. Templates and Annexes**

All templates and annexes that support the text and learning should be included within the training package. Such templates and annexes should comply with the following:

- a. Relevance (relevant to topic(s) of the corresponding session)
- b. Order (Should be ordered according to the session order)
- c. Clarity (clear wording and has no ambiguous parts)

**3. Presentation and illustration**

- a. Language (clarity, readability, simplicity)  
All textual parts should be free of spelling and structure mistakes. Simple sentences should be used.
- b. Graphs and figures  
All graphs and figures should comply with the following:
  - Have clear and short title.
  - Self-explanatory
  - 2D is preferable than 3D, except if it necessarily.

**4. Serving Program objectives**

- a. Covering Specific Program knowledge and Skills
- b. Motivating Learners  
The design of training materials should comply with the adult learning principles.

c. Allow self-learning

Training materials should include learning and training methods that promote the self-learning skills of the target trainees (by using self-study, assignments, projects, etc.)

**5. Authorship and documentation**

a. Sources and references

All used resources should be referred to (textbooks, websites, etc.).

b. Copyrights of submitting organization.

Materials should have a copyright statement and the organization's logo, address and contact info.

**6. Material production style**

a. Printing Quality

Appropriate paper size, quality and off-white color of paper, clarity of print, and spacing.

b. Packaging Style

Usability, security, storage capability

**Quantitative evaluation of Certification Criteria of Training Packages**

#	Main Criterion	Sub-criterion	Certification Weights %
1	<i>Quantity</i>	<ul style="list-style-type: none"> <li>✓ Number of pages</li> <li>✓ Ratio between theory and practice</li> </ul>	<b>10%</b>
2	<i>Structure and organization</i>	<ul style="list-style-type: none"> <li>✓ <b>Classification of Materials</b> <ul style="list-style-type: none"> <li>▪ Trainer's Manual</li> <li>▪ Trainee's Manual</li> <li>▪ Power Point Presentation</li> <li>▪ Other Audio/Visual aids (If available)</li> <li>▪ Program Evaluation Forms (Trainer, Trainee, Training Environment)</li> <li>▪ organization</li> <li>▪ Logical flow of the subject</li> <li>▪ English summary</li> </ul> </li> <li>✓ <b>Templates and Annexes</b> <ul style="list-style-type: none"> <li>▪ Relevance</li> <li>▪ Order</li> <li>▪ Clarity</li> </ul> </li> </ul>	<b>25%</b>
3	<i>Presentation and illustration</i>	<ul style="list-style-type: none"> <li>✓ Language (clarity, readability, simplicity)</li> <li>✓ Graphs and figures</li> </ul>	<b>20%</b>

#	Main Criterion	Sub-criterion	Certification Weights %
4	<i>Serving Program objectives</i>	<ul style="list-style-type: none"> <li>✓ Covering Specific Program knowledge and Skills</li> <li>✓ Motivating Learners</li> <li>✓ Allow self-learning</li> </ul>	<b>25%</b>
5	<i>Authorship and documentation</i>	<ul style="list-style-type: none"> <li>✓ Sources and references</li> <li>✓ Copyrights of submitting organization</li> </ul>	<b>10%</b>
6	<i>Material production style</i>	<ul style="list-style-type: none"> <li>✓ Printing Quality</li> <li>✓ Packaging Style</li> </ul>	<b>10%</b>

**The Certifying Grade:**

**Training Material Packages will be certified if it achieves 65% in the above table, provided no separate criterion is less than 50%.**