



Martin Wiesend  
Die Kundendienst-Trainer  
GmbH



Certified  
Technical Trainer  
**TT X TT**<sup>®</sup>  
field-tested  
and proven



As *the* specialist for the company's machines and installations, the service technician, applications engineer or technical trainer imparts the necessary knowledge in the handling of complex technology to the users, the customer's maintenance staff and their own technicians. Depending on how effective the training is, this may result in a wide range of consequences: how often the hotline is contacted, the number of warranty claims, the number of good will cases, and the level of customer satisfaction...

Most of the time the trainer's technical expertise is very good, however, what happens when it comes to their communication skills? Have they had the chance to develop their skills systematically and under an expert's guidance?

You have to look at various aspects to choose the right trainer...

- Do they break down the subject matter into useful sections?
- Do they use learner-oriented training methods?
- Do they use appropriate and up-to-date media?
- Do they stay focused on helping the participants understand the larger picture?
- Do they make sure the learners know how to practically apply their knowledge through exercises and repetition?
- And last but not least – time is money: How efficient is the transfer of knowledge?

All of these aspects need to be taken into consideration. This is especially true in groups where some of the participants are difficult.

There are a number of various types of train-the-trainer courses on the market, even those with certification. However, they all have one major drawback: they are general in nature and not tailored specifically for complex technical training.

**This is exactly what TT X TT<sup>®</sup> offers you:  
The only certification program in Germany  
specifically designed for technical trainers!**

This program is the answer to the need for a specific train-the-technical-trainer program. It focuses on enabling you to implement your technical courses. For the first time ever, a certified program of knowledge transfer for technical training is guaranteed to elevate the qualification of technical trainers to a completely new level. The modular training program offers educational methods to technical specialists thus ensuring the quality of the training.



### **This seminar is suited for you**

Do any of the following statements apply to you?

- Your technical know-how in your field of activity is undisputed.
- You have taken a conscious decision to systematically become – or you may already have been for some time – successful in the field of technical training.
- You want to check if you should add e-learning/blended learning elements to your field of activity or you have been implementing them already.
- You are committed to further develop and improve your skills as a trainer.
- With this seminar you wish to extend your practical skills on a sound methodological basis and, upon completion, to have your successful development acknowledged and certified by a university.
- You know that only rigorous application will guarantee a highly professional technical seminar. That's why you want to use highly competent support and consulting.

...Then this training is exactly what you need!

### **How this course distinguishes itself from “normal” train-the-trainer courses**

- No training “on the shelf” or “in stock”:  
The technical trainer is currently working in or is preparing to work in the field of technical training.
- No training for any old content:  
The participant has to be an expert in his field of activity.
- No certification of single-use applications:  
The technical trainer has to give proof of having permanently integrated a professional level of teaching into his daily training routine.
- No test and then ...so much for that:  
We consider accompanying you in the application phase as an important part of the process. Only then can you be assured that your investment has been a true success.

With our program, you will learn details about how to handle group activities and how to visualize your teaching material effectively. You will also benefit from numerous tips to optimize your training concepts.

## Overview

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	<b>Module 1</b> <ul style="list-style-type: none"><li>• 4 days</li><li>• "Train the Technical Trainer" basics</li></ul>
	Online knowledge test + project work Part 1
	<b>Module 2</b> <ul style="list-style-type: none"><li>• 3 days</li><li>• Designing &amp; documenting your training</li></ul>
	Online knowledge test + project work Part 2
	<b>Module 3</b> <ul style="list-style-type: none"><li>• 2 days</li><li>• Hands-on training/preparation for certification</li></ul>
	Online knowledge test + project work Part 3
	<b>Module 4</b> <ul style="list-style-type: none"><li>• 1 day</li><li>• Final examination/certification</li></ul>

## Target groups

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- Technical trainers
- Expert instructors
- Application specialists
- Service technicians instructing customers
- Managers in technical training institutes

## Number of participants

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- A group of up to 8 participants is ideal
- No more than a maximum of 10 participants per group

## Manual of seminar module

### Module 1: Basic seminar–Train the Technical Trainer Basics

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Type of module:	obligatory module, English
Duration:	4 days attendance
Completion:	certificate of participation
Examinations:	project work part 1 + online test



#### Training objectives

- Learning about the instruments for quality assurance
- Activating the participants' learning potential on a larger scale
- Using state-of-the-art media
- Practising visualization techniques for effective transfer of knowledge
- Exchanging numerous useful hints for handling difficult situations

At the end of the seminar and after review (completion of homework and additional material) the participant will master the basic principles applied in the following topics:

#### Leading groups effectively

- Effective/competent behaviour as facilitator
- Managing problems constructively
- Initiating and building positive group dynamics
- Triggering participation/activity
- Catching and sustaining attention
- Principles of group dynamics

#### Planning of training

- How different target groups learn
- From leading questions to training concept
- Instructional design tailored to the target group
- Learning objectives and testing learning performance during training

#### Knowing central methods

- Presentation/lecture (projector/flipchart)
- Assessment/tutorial (with and without visualization)
- Visualizing explanations on flipchart/whiteboard
- Working in small groups
- Explaining and training on devices/machines

#### Mastering the use of media and methods

- Efficiency of various types of media
- Exercises using flipchart, black/whiteboard, clipboard, projector
- In-house classroom training scenarios
- Technical training on devices/machines
- Vivid, efficient and effective design of training

## Module 2: Planning and documenting a seminar

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Type of module:	obligatory module, English
Duration:	3 days attendance
Completion:	certificate of participation
Examinations:	project work part 2 + online test



### Learning objectives

At the end of the attendance period and blended-learning period, the participant will in his field of activity be able to successfully complete the following:

- define learning objectives on the basis of a series of leading questions
- prioritise the scope of the seminar and learning content
- plan the transfer of learning objectives through the application of various methods
- create a learner-centred instructional design focused on active participation
- define effective checks to monitor learning progress in view of learning objectives
- document the development of a technical training in a curriculum
- master time-management in the preparation phase and during the seminar

### Course content

- Learning objectives (definition, requirements)
- Defining the learning objective by answering a series of leading questions (definition of learning objectives based on the question “what is the purpose of”)
- Choosing learning material: setting priorities
- Developing learner-oriented methods into learning objectives
- Planning active and efficient training properly
- Dramaturgy in technical training
- Developing checks to monitor learning progress in view of learning objectives
- Safeguarding transfer of knowledge using learning progress checks and improving quality
- Knowing how to use specific resources in technical training
- Time management in preparation, training, and revision
- Tools for documentation and evaluation of training

### Prerequisites for attending

- Attending Module 1
- Submitting project work part 1
- Passing online Module 1 learning progress test

### Module 3: Hands-on training/preparation of certification

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Type of module:	obligatory module, English
Duration:	2 days attendance
Completion:	certificate of participation
Examinations	project work part 3 + online test



#### Learning objectives

At the end of the attendance period and blended-learning period the participant will in his field of activity be able to successfully complete the following:

- master difficult situations with groups working on machines/installations
- carry out hands-on training on machines/installations oriented on specific target groups
- impart learning objectives with practical demos, instructions according to the Four-Step-Method, tasks in individual work, small-group work, or group work
- efficiently convey how to acquire the needed skills and abilities on machines/installations
- carry out effective learning progress checks relating to subordinate or meta learning objectives applying practical tasks/exercises

#### Course content

- How participants learn skills and abilities efficiently
- Breaking down meta objectives to micro learning objectives for practical training
- Managing group learning activities on machines/installations
- Dramaturgy, complex system and safety regulations on machines/installations
- Effective forms of learning for teaching practical contents
- Four-Step-Method in technical training
- Developing, planning, performing and evaluating practical tasks as effective learning progress check

#### Prerequisites for attending

- Attending Module 2
- Submitting project work part 2
- Passing online Module 2 learning progress test

## Module 4: Final exam/certification

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Type of module: obligatory module, English  
Duration: 1 day attendance  
Completion: final exam/certification



### Learning objectives

- Handling test situations
- Taking a practical examination

### Course content

- Examinations
- Managing exam stress
- Efficient and effective preparation of exam material

### Prerequisites for attending

- Attending Module 3
- Submitting project work part 3
- Passing online Module 3 learning progress test

## Who else might benefit from this course?

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### Benefit to the management of seminars/academy

- Through TTxTT you will receive an instrument for quality assurance which you may use as the basis to further improve or to develop a standard in your field of training.
- This is specifically useful if your trainers tend to “create” their own concepts.

### Benefit to HR/Personnel development

- The certification by an independent body will ensure a high quality of standards in departments that may occasionally be “far away”.
- The working methods of technical trainers will become more transparent and thus easier to integrate in personnel development strategies.

### Benefit to your customers

- The guarantee that the seminar you book will meet high educational standards for transfer of technical skills.
- The guarantee that the time invested will lead to success in an efficient and sustainable manner.
- Conformity with your own company’s quality assurance requirements.

## Types of services and timeframe of the program



- 9 days seminar/training spread over 3 modules transferring knowledge and skills based on the idea “walk your talk” – the trainer/facilitator is a role model for applying the methods they teach.
- The time periods between two modules are used for practical application. In the course of these periods, the participants work on their project work. Additionally, they have to complete online tasks for the purposes of checking learning performance.
- Intensification/support in application/certification  
Seminar participants will develop their own seminar concept in their project work. They will intensify what they have learned in hands-on exercises on their own topics. During this time they will receive competent support and mentoring from their trainer.
- In the final certification process – including a practical training session that will be marked (Module 4) – the participants (technical trainer trainees) will be given the opportunity to demonstrate their skills. This is the most important part of their certification and they will be given enlightening feedback. To do so the trainer and the examiner will come to visit the participant’s company.
- Use of a blended learning platform as of Module 1 (suitable also for course participants who have not yet worked with this online platform)
- Conclusion of the training program is possible within 9 months. The period of completion (i.e., from the start of Module 1 until the successful completion of the last module) should in general not exceed 24 months. Exceptions to this general rule is possible upon request and in duly motivated cases.

## Supplementary training modules



## Mentoring, support, examination and assessment

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### Mentoring and examination targets

There is an online test and tasks/concept drafts to be prepared after each of Module 1 to Module 3 based on your practical work. A module is considered to be completed once the online test has been passed and the tasks (project work) have been approved.

The most important part of the certification is a final observation session (examination) in Module 4 in which the participants will demonstrate their practical skills. They will receive more profound feedback after this session.

### Support

Certification through a university of applied sciences

Additionally, access to blended learning platform including the following features:

- More detailed information (documentations) contained in learning modules including practical examples, games for learning and exercises
- Giving and receiving homework, evaluating homework in learning groups (student-to-student interaction)
- Feedback and assessment of homework through the trainer/facilitator
- Web-conferencing and forums to foster peer-to-peer communication and interaction during the self-study intervals
- Online tests for self-assessment and for checking learning performance between two modules
- Exercises to prepare for online tests and final examination
- Participation in web conferencing with trainer/facilitator possible in the period between two modules, available to participants for asking specific questions
- Access to blended learning platform for up to 12 months after completion of the module
- Included in the fee

Depending on your needs & support requirements we also offer:

Learning mentoring – coaching – consulting – working groups for exchange of experiences (contact us for a tailored quote)

### Mentoring and examination targets

- **Ensuring transfer of knowledge**  
Completing specific tasks and participation in 1 – 2 web conferences in the period between two modules is designed to motivate the participant to repeatedly look into the subject.
- The different types of tests are designed for the purposes of
  - quality assurance
  - increasing motivation
  - self-checks
  - prerequisite requirement to access the next module

## Certification

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Many high-tech enterprises today consider technical training of vital importance for ongoing internal qualification purposes. They also value technical seminars as a lucrative business to instruct customers in the use and maintenance of complex machines and installations. In both cases, it is not sufficient just to assign a specific expert to train on a specific subject. For often, if someone knows everything about a certain topic, they no longer need a structure for themselves – but the “students” do! This is only one aspect. Another aspect is the need for trainees to develop their skills and abilities based on the information they learned – a goal that has to be defined on a case-by-case basis. Furthermore, many more customers ask for an appropriate proof of qualification for the methodological competence of the technical trainers.

### What does “certification” mean?

“Certification” is a term of increasing importance in today’s market. It is therefore important for you, as a customer, to have a better understanding of what is really meant by that. A certified seminar could mean any of the following:

- a purely invented term of a service provider without any external certification partner, e.g. „Certified ...“
- seminar providers working with a certification partner financially affiliated with the service provider
- seminar providers working with an association as certification partner
- seminar providers working with an independent university of applied sciences governed by public law

We understand the term “certification” exclusively as “independently acknowledged” for a high quality of standards. This is the reason why we have chosen the certification by a university of applied sciences governed by public law for our range of comprehensive seminars.

### What exactly will be certified?

Hochschule Mittweida University of Applied Sciences not only certified the training concept, but also the training institute Martin Wiesend & Partner, who is responsible for carrying out the training. In its certification process Hochschule Mittweida University of Applied Sciences focused primarily on the relevance of the seminar contents for the target group and most of all, on the question in how far the examination process assesses the knowledge and the relevant skills conforming to the defined learning objectives.

In the final certification procedure, the examination committee will focus on how professionally the participant is capable of implementing what they have learned during the training program in their own seminars. Mittweida’s board of examiners is in charge of this process. The candidates who have passed the final examination will receive a leaving certificate from Hochschule Mittweida University of Applied Sciences.

The “Certified Technical Trainer TTxTT field-tested and proven” program is exclusively authorized for trainers from Martin Wiesend & Partner.

You are most welcome to contact us for a tailored quote on your personal in-house training.



**Seminar registration**

**Certified Technical Trainer TT~~X~~TT field-tested**

Systematic tools for efficient imparting of complex knowledge and handling of groups

**Yes, I would like to make a binding registration for this training**

for one person (special price)  
including handout, lunch, beverages during training

~~9.515 €~~ **8.700 €**

+ VAT

- **module 1** Basic seminar–Train the Technical Trainer Basics 13.02. – 16.02.2017
- **module 2** Planning and documenting a seminar 24.04. – 26.04.2017
- **module 3** Hands-on training/preparation of certification 05.09. – 06.09.2017
- **module 4** Final exam / certification 21.11.2017

training place: Mattighofen / Austria

Important note:

- Upon receipt of your registration, we will confirm to you in writing that your seminar spot is reserved.
- Approximately 2 weeks before the beginning of the seminar, we will provide you with information about the location. We advise you to book your room promptly. Our allotment of reservations will only be kept until 10 days before the seminar.

**Dates of participant**

Name	First Name
Street	Postcode City
Phone	Email
Function	
Company	
Billing address / Contact person / Phone	
Date/Signature	

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