



Consulting and Training | Reach New Heights

Course Name

Strategic L&D Leadership: Advanced Competencies, Training ROI & Negotiation Excellence

Sector Name

Management And Leadership

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Strategic L&D Leadership: Advanced Competencies, Training ROI & Negotiation Excellence

Course Introduction

In today's evolving business environment, Learning & Development Managers are expected to operate beyond traditional training administration and demonstrate strategic leadership, financial accountability, strong stakeholder influence, and measurable business impact.

The Strategic L&D Leadership: Advanced Competencies, Training ROI & Negotiation Excellence programme is designed to enhance the advanced professional and leadership competencies of experienced L&D Managers, enabling them to position learning and development as a strategic driver of organizational performance.

The programme focuses on advanced L&D leadership competencies, strategic learning governance, training effectiveness and Return on Investment (ROI), financial management, and sophisticated negotiation techniques with external training providers, vendors, department heads, and senior executives.

Special emphasis is placed on strengthening negotiation and influencing capabilities, managing competing departmental

priorities, optimizing training investments, securing executive buy-in, and building productive partnerships that deliver sustainable organizational value.

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Target Audience

- ✓ Training Managers and Senior Training Managers.
- ✓ Heads of Learning & Development.
- ✓ Learning & Development Managers.
- ✓ Talent Development and Organizational Development Managers.
- ✓ HR Managers responsible for learning and development.
- ✓ Learning Strategy and Capability Development Managers.
- ✓ Training and Development Department Heads.
- ✓ Senior L&D Professionals responsible for training budgets, vendor negotiations, and stakeholder management.

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Learning Objectives

- ✓ Strengthen advanced L&D leadership and professional competencies.
- ✓ Align L&D strategies with organizational priorities and business objectives.
- ✓ Apply contemporary L&D competency frameworks to improve functional performance.
- ✓ Evaluate training effectiveness and measure learning impact.
- ✓ Apply Kirkpatrick and Phillips ROI methodologies to assess training investments.
- ✓ Calculate Training ROI and develop business cases for L&D investments.
- ✓ Optimize training budgets and improve financial decision-making.
- ✓ Apply advanced negotiation strategies with external training providers and vendors.
- ✓ Negotiate training fees, commercial terms, and Service Level Agreements (SLAs).
- ✓ Strengthen negotiation and influencing skills with department heads and senior executives.
- ✓ Manage competing training priorities, stakeholder expectations, and budget constraints.
- ✓ Enhance the strategic contribution and measurable value of the L&D function.

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Course Outline

✓ DAY 1

Strategic L&D Leadership and Advanced Professional Competencies

Module 1: Strategic Leadership in Learning & Development

- ✓ The evolving role of L&D Managers as strategic business partners.
- ✓ Aligning L&D strategy with organizational objectives.
- ✓ Building credibility and influence with senior management.
- ✓ Strategic challenges facing modern L&D leaders.
- ✓ Positioning L&D as a driver of organizational performance.

Module 2: Advanced L&D Professional Competencies

- ✓ Overview of the ATD Talent Development Capability Model.
- ✓ Strategic thinking, business insight, and consulting competencies.
- ✓ Stakeholder relationship management and executive communication.
- ✓ Learning analytics and evidence-based decision-making.
- ✓ Digital transformation and AI applications in L&D.
- ✓ Developing leadership competencies for senior L&D roles.

Module 3: L&D Governance and Performance Management

- ✓ Developing strategic L&D plans and priorities.
- ✓ Establishing learning governance and accountability frameworks.
- ✓ Managing organizational learning portfolios.
- ✓ Defining L&D KPIs and performance indicators.
- ✓ Improving L&D operational efficiency and service quality.

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Course Outline

✓ DAY 2

Training ROI, Business Impact and Financial Management

Module 1: Advanced Training Evaluation and Impact Measurement

- ✓ Measuring learning effectiveness and organizational impact.
- ✓ Kirkpatrick's Four Levels of Training Evaluation.
- ✓ Measuring learning transfer and behavioral change.
- ✓ Linking training outcomes to business performance indicators.
- ✓ Evaluating financial and non-financial training benefits.

Module 2: Training Return on Investment (ROI)

- ✓ Introduction to the Phillips ROI Methodology.
- ✓ Identifying direct and indirect training costs.
- ✓ Measuring and monetizing training benefits.
- ✓ Isolating training impact from other performance factors.
- ✓ Calculating Training ROI and Benefit-Cost Ratio (BCR).
- ✓ Interpreting ROI results and identifying improvement opportunities.

Module 3: L&D Budget Optimization and Business Cases

- ✓ Strategic training budgeting and resource allocation.
- ✓ Cost-benefit analysis of learning initiatives.
- ✓ Optimizing training investments without compromising quality.
- ✓ Developing business cases for L&D investments.
- ✓ Presenting ROI findings and financial recommendations to senior management.

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Course Outline

✓ DAY 3

Advanced Vendor Negotiation and Contract Management

Module 1: Strategic Vendor Management in L&D

- ✓ Developing effective training vendor sourcing strategies.
- ✓ Evaluating technical and commercial training proposals.
- ✓ Vendor selection criteria and performance expectations.
- ✓ Building strategic relationships with training providers.
- ✓ Managing vendor quality, risks, and service delivery.

Module 2: Advanced Negotiation Strategies

- ✓ Distributive versus integrative negotiation approaches.
- ✓ Interest-based negotiation and collaborative problem-solving.
- ✓ Applying BATNA and ZOPA in commercial negotiations.
- ✓ Negotiation preparation, leverage, and bargaining strategies.
- ✓ Advanced persuasion, questioning, and listening techniques.
- ✓ Handling difficult negotiations, objections, and deadlocks.

Module 3: Negotiating Training Contracts and Commercial Terms

- ✓ Negotiating trainer fees, programme pricing, and volume discounts.
- ✓ Negotiating certification costs and additional training services.
- ✓ Managing payment terms, cancellation, and rescheduling conditions.
- ✓ Negotiating contract deliverables and Service Level Agreements (SLAs).
- ✓ Monitoring vendor performance and contractual compliance.

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Course Outline

✓ DAY 4

Advanced Negotiation with Department Heads and Executive Stakeholders

Module 1: Strategic Stakeholder Management and Influence

- ✓ Understanding departmental priorities and executive expectations.
- ✓ Stakeholder mapping and influence analysis.
- ✓ Building credibility as a strategic L&D business partner.
- ✓ Influencing decisions without direct authority.
- ✓ Managing competing stakeholder expectations and interests.

Module 2: Negotiating with Department Heads and Senior Management

- ✓ Negotiating training priorities and departmental requirements.
- ✓ Managing competing requests and limited training budgets.
- ✓ Negotiating employee availability and training schedules.
- ✓ Handling unrealistic training expectations and objections.
- ✓ Resolving disagreements and difficult stakeholder conversations.
- ✓ Securing departmental commitment to learning outcomes.

Module 3: Executive Communication and Strategic L&D Value

- ✓ Advanced persuasion and executive communication techniques.
- ✓ Using ROI and financial evidence to influence decisions.
- ✓ Presenting compelling L&D recommendations and business cases.
- ✓ Securing executive buy-in for learning initiatives.
- ✓ Strengthening long-term partnerships with department heads.
- ✓ Positioning L&D as a strategic contributor to organizational success.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 4, 2027	Jan. 7, 2027	4 days	4250.00 \$	UAE , Dubai
Nov. 9, 2026	Nov. 12, 2026	4 days	4250.00 \$	Egypt , Cairo

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