

Hardware and Network Servicing

Level-IV

Based on November 2023, Curriculum Version- II



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Contents

Acknowledgment	iv
Acronym	v
Introduction to the Module	vi
Unit One: Plan Training	7
1. Plan Training.....	8
1.1. Developing training aim and procedures	8
1.2. Developing training plan.....	11
1.3. Evaluating training outcome	12
Self-check test-1.....	16
Unit Two: Training Needs.....	17
2. Training Needs.....	18
2.1. Training benchmarks	18
2.2. Identifying needs.....	20
2.3. Measuring proposed training	21
Self-check test-2.....	23
Unit Three: Implement Training Change	24
3. Implement Training Change	25
3.1. Planning training schedule.....	25
3.2. Identifying training requirements.....	26
3.3. Prioritizing training and allocate resources.....	27
3.4. Implementing training management plan and procedures	29
3.5. Measure training	31
Self-check test-3.....	33
Unit Four: Monitor and review implementation	34
4. Monitor and Review Implementation	35
4.1. Measuring training performance	35
4.2. Submitting performance results	36
Self-check test-4.....	38
Unit Five: Deliver training on use of modified system.....	39

5.	Deliver Training on Modified Document	40
5.1.	Preparing training.....	40
5.2.	Delivering prepared training	41
	Self-check test-5.....	43
	Unit Six: Utilize Specialized Communication Skills	44
6.	Utilize Specialized Communication Skills.....	45
6.1.	Identifying communication skill	45
6.2.	Approaches used in communication	46
6.3.	Channels of communication.....	48
6.4.	Utilizing media.....	50
6.5.	Evaluating communication strategies	51
	Self-check test-6.....	53
7.	References.....	54
8.	Developers Profile	55



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Page iv of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

Acronym

ROI	Return on Investment
TNA	Training needs analysis
SMART	Specific, measurable, achievable, relevant, and time-bound
KPI	Key Performance Indicators
CTNA	Conduct a Training Needs Analysis

Introduction to the Module

This module provide you to obtain knowledges, skills and attitudes that required to apply techniques that facilitate the working, planning, implementation and monitoring of information technology through training in general.

This module covers the units:

- Plan Training
- Training Needs
- Implement Training Change
- Monitor and Review Implementation
- Deliver Training on use of Modified System
- Utilize Specialized Communication Skills

Learning Objective of the Module:

- Develop training plan
- Measure proposed training
- Plan training schedule
- Measuring training performance
- Prepare training
- Identify communication skill
- Explain channels of communication

Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the specific objectives of this Learning Guide.
2. Read the information that this module contain.
3. Complete the Self-check.
4. Submit your accomplished Self-check
5. Do the Operations which in the module.
6. Do the LAP test in page (if you are ready) and show your output to your teacher.

Page vi of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

Unit One: Planning and facilitating Training

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Developing training aim and procedures
- Developing training plan
- Evaluating training outcome

This unit will also support you to accomplish the learning outcomes stated in the cover page.

Specifically, upon completion of this module, you will be able to:

- Develop training aim and procedures
- Develop training plan
- Evaluate training outcome

1.1. Planning and facilitating Training

Planning a training program involves several key steps to ensure its effectiveness. Whether you're organizing a training session for employees, students, or any other group. Think of, flexibility is important. Adapt your plan based on the needs and dynamics of the participants to ensure a positive and impactful training experience.

Training Facilitation

Facilitating training involves creating an environment that supports effective learning and skill development. Here are some key considerations and tips to facilitate successful training:

- **Understand Your Audience:** Know your participants' background, experience, and learning styles. Tailor your content and delivery to meet the needs of your audience.
- **Set Clear Objectives:** Clearly define what participants should know or be able to do after the training. Break down objectives into manageable, measurable goals.
- **Create Engaging Content:** Use a variety of instructional methods (lectures, discussions, hands-on activities, multimedia) to keep participants engaged. Incorporate real-world examples and case studies

1.2. Developing training aim and procedures

Developing a training program involves creating clear aims and procedures to guide the learning process. Here's a step-by-step guide to help you develop training aims and procedures:

Training Aim:

1. Define Training Objectives:

- Start by clearly defining the specific goals and objectives of the training. What skills, knowledge, or behaviors do you want participants to acquire or improve upon?

2. Align with Organizational Goals:

- Ensure that the training aims align with the broader goals and objectives of the organization. This connection helps participants understand the relevance of the training to the overall mission.

Page 8 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
--------------	--------------------------------------------------	----------------------------------------------	---------------------------

3. Consider Learner Needs:

- Take into account the needs and preferences of the target audience. What are their current skill levels, and what gaps need to be addressed? Tailor the aims to meet these specific needs.

4. Create Measurable Outcomes:

- Develop measurable outcomes for each training objective. This allows you to assess whether participants have achieved the desired results at the end of the training.

5. Prioritize Aims:

- Prioritize the training aims based on their importance and logical progression. Consider the foundational knowledge or skills that participants need before moving on to more advanced topics.

6. Communicate Aims Clearly:

- Clearly communicate the training aims to participants. This can be done through training materials, introductory sessions, or a formal training document.

Training Procedures:

1. Identify Training Methods:

- Choose appropriate training methods based on the objectives and the nature of the content. Methods could include lectures, discussions, hands-on activities, case studies, simulations, or a combination of these.

2. Sequence Content:

- Organize the training content in a logical sequence. Start with foundational concepts before progressing to more complex topics. Ensure a smooth flow that helps participants build on their understanding.

3. Develop a Training Schedule:

- Create a detailed training schedule that outlines the timing for each session or module. Consider the appropriate duration for each topic, taking into account attention spans and the depth of the material.

4. Prepare Training Materials:

Page 9 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
--------------	--------------------------------------------------	----------------------------------------------	---------------------------

- Develop or gather the necessary training materials, including slides, handouts, activities, and any multimedia elements. Ensure that these materials support the learning objectives and engage participants.

5. Facilitator Guidelines:

- If there are facilitators or trainers involved, provide clear guidelines for their roles. Include instructions on how to deliver each section, manage discussions, and address participant questions.

6. Interactive Elements:

- Incorporate interactive elements throughout the training. This could include group discussions, Q&A sessions, role-playing, or hands-on exercises. Interactive elements enhance engagement and retention.

7. Assessment Strategies:

- Outline assessment strategies to measure participants' understanding and progress. This could involve quizzes, practical exercises, or other forms of evaluation aligned with the training objectives.

8. Feedback Mechanisms:

- Establish mechanisms for collecting feedback from participants during and after the training. This feedback can be valuable for making improvements and adjustments.

9. Contingency Plans:

- Anticipate potential challenges and have contingency plans in place. This could include technical issues, participant disengagement, or unexpected questions.

10. Post-Training Support:

- Consider what support will be provided to participants after the training. This could include access to additional resources, mentoring, or opportunities for continued learning.

11. Review and Update:

- Regularly review and update the training procedures based on feedback and the evolving needs of the participants and the organization.

By systematically developing clear aims and procedures, you set the foundation for a well-organized and effective training program. Regularly evaluate the outcomes and seek opportunities for continuous improvement.

1.3. Developing training plan

Developing a comprehensive training plan involves careful consideration of various elements to ensure the effectiveness of the training program. The following information's will help you develop a training plan:

1. **Identify Training Needs:** Conduct a thorough needs assessment to determine what skills, knowledge, or competencies need to be addressed through the training. This can involve surveys, interviews, performance analysis, and feedback from stakeholders.
2. **Define Training Objectives:** Clearly articulate the specific, measurable, achievable, relevant, and time-bound (SMART) objectives for the training. Ensure that these objectives align with organizational goals and the identified training needs.
3. **Determine Target Audience:** Identify the individuals or groups who will participate in the training. Consider their roles, existing knowledge levels, and any specific characteristics that might influence the design of the training.
4. **Set Training Scope and Limits:** Define the scope of the training program and establish any limitations. Consider factors such as time constraints, available resources, and the depth of the content.
5. **Select Training Methods:** Choose appropriate training methods based on the objectives and the nature of the content. Methods can include lectures, workshops, simulations, e-learning modules, on-the-job training, mentorship, and more.
6. **Develop Training Materials:** Create or gather the necessary training materials, including presentations, handouts, manuals, and any multimedia elements. Ensure that these materials align with the training objectives and are suitable for the target audience.
7. **Design Training Sessions:** Break down the training content into logical sessions or modules. Consider the sequencing of topics, ensuring a smooth flow that helps participants build on their understanding progressively.
8. **Create a Training Schedule:** Develop a detailed training schedule that outlines the timing

for each session or module. Allocate sufficient time for discussions, activities, and assessments. Consider the overall duration of the training program.

- 9. Assessment Strategies:** Determine how you will assess participants' understanding and progress. This could involve quizzes, practical exercises, presentations, or other forms of evaluation aligned with the training objectives.
- 10. Facilitator Guidelines:** If there are facilitators or trainers involved, provide clear guidelines for their roles. Include instructions on how to deliver each section, manage discussions, and address participant questions.
- 11. Feedback Mechanisms:** Establish mechanisms for collecting feedback from participants during and after the training. Feedback can provide insights into the effectiveness of the training and areas for improvement.
- 12. Implementation Plan:** Outline how the training will be delivered, whether in-person, virtually, or through a combination of methods. Consider any technology or logistical requirements.
- 13. Evaluation and Improvement:** Plan for post-training evaluation to assess the overall success of the program. Use feedback and assessment results to make improvements for future training sessions.
- 14. Post-Training Support:** Consider what support will be provided to participants after the training. This could include access to additional resources, follow-up sessions, or opportunities for continued learning.
- 15. Documentation:** Document all aspects of the training plan, including objectives, schedules, materials, and assessment tools. This documentation serves as a reference for trainers and a basis for future iterations of the training.

By systematically addressing these steps, you can create a well-structured and effective training plan that meets the needs of your audience and achieves the desired learning outcomes. Regularly review and update the plan based on feedback and evolving organizational needs.

1.4. Evaluating training outcome

Evaluating the outcomes of a training program is crucial to determining its effectiveness and identifying areas for improvement. Here's a list of guide on how to evaluate the outcomes of a

Page 12 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

training initiative:

1. Define Evaluation Criteria:

- Clearly define the criteria by which you will measure the success of the training. This could include improvements in knowledge, skills, job performance, or other specific outcomes relevant to the training objectives.

2. Select Evaluation Methods:

- Choose appropriate evaluation methods based on your defined criteria. Common methods include pre- and post-training assessments, surveys, observations, interviews, and performance reviews.

3. Baseline Assessment:

- Conduct a baseline assessment before the training to measure the participants' initial knowledge, skills, or performance. This will serve as a reference point for comparison after the training.

4. Immediate Post-Training Assessment:

- Administer assessments immediately after the training to gauge the participants' immediate grasp of the material. This could include quizzes, practical exercises, or other evaluation tools.

5. Collect Participant Feedback:

- Gather feedback from participants through surveys or interviews. Ask about their overall satisfaction with the training, the relevance of the content, the effectiveness of the training methods, and any suggestions for improvement.

6. Observations and Performance Metrics:

- If applicable, observe participants applying the newly acquired knowledge or skills in real or simulated work situations. Also, assess relevant performance metrics to measure changes in job performance.

7. Compare Results to Objectives:

- Compare the evaluation results to the initially defined training objectives. Identify areas where the training successfully met the objectives and areas that may need improvement.

8. Quantitative and Qualitative Data Analysis:

- Analyze both quantitative and qualitative data. Quantitative data may include numerical scores and metrics, while qualitative data can provide insights into participants' experiences, challenges, and suggestions.

9. Cost-Benefit Analysis:

- Conduct a cost-benefit analysis to evaluate the return on investment (ROI) of the training. Compare the costs of the training program to the tangible and intangible benefits it brings to the organization.

10. Feedback from Managers and Stakeholders:

- Gather feedback from participants' managers and other relevant stakeholders. Assess whether the training has positively influenced job performance and contributed to organizational goals.

11. Documentation and Reporting:

- Document the evaluation results and prepare a comprehensive report. Share the findings with key stakeholders, including management, participants, and those responsible for training development.

12. Adjust Training Program:

- Based on the evaluation results, make adjustments to the training program. This could involve refining content, modifying delivery methods, or addressing specific challenges identified during the evaluation.

13. Plan for Ongoing Evaluation:

- Establish a plan for ongoing evaluation of the training program. Regularly reassess the effectiveness of the training to ensure its continued relevance and impact.

14. Celebrate Success and Recognize Improvement:

- Acknowledge and celebrate the successes of the training program. Also, recognize and appreciate the efforts made to improve the program based on evaluation feedback.

A comprehensive evaluation process ensures that your training program remains dynamic,

responsive to participant needs, and aligned with organizational goals. Regularly reassess and refine the training based on the evolving needs of the participants and the organization.

Self-check test-1

I. Write true if the questions are correct and write false if the questions are incorrect.

1. Planning a training program involves several key steps to ensure its effectiveness.
2. Developing a training program involves creating clear aims and procedures
3. The training aims align with the broader goals and objectives of the organization.
4. Feedback mechanism can be valuable for making improvements and adjustments.

II. Choose the best answer from the questions listed below.

1. From the following which one is included in the training aim

A. Training Objectives:	C. Organizational Goals
B. Learner Needs	D. All
2. Consider what support will be provided post-training to participants after the training include_____

A. For additional resources	C. For mentoring, or opportunities
B. For continued learning.	D. All
3. What are the factors when we define the scope of the training program?

A. Time constraints	C. Available resources
B. The depth of the content.	D. All

III. Matching the following from column “A” into column “B”

- | A | B |
|--------------------------|-------------------------------------------|
| 1. Training Objectives | A. Quizzes and practical exercises |
| 2. Training materials | B. Defining the specific goals |
| 3. Assessment Strategies | C. It is a reference for trainers |
| 4. Documentation | D. Presentations, handouts, manuals, etc. |

IV. List and Fill in the blank space for the following questions.

1. What questions to be answered in the training aim?
2. What objective to be answered in the training procedures
3. Discuss about Immediate Post-Training Assessment
4. Differentiate Quantitative and Qualitative Data Analysis

Unit Two: Training Needs

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Training benchmarks
- Identifying needs
- Measuring proposed training

This unit will also support you to accomplish the learning outcomes stated in the cover page.

Specifically, upon completion of this module, you will be able to:

- Train benchmarks
- Identify needs
- Measure proposed training

2.1. Training Needs

Training needs analysis (TNA) is a systematic process used to identify the knowledge, skills, and abilities that individuals or groups within an organization need to acquire or enhance to fulfill their roles effectively. Training needs analysis is an ongoing and iterative process that plays a crucial role in ensuring the agility and competitiveness of an organization. Regular reviews and updates to the TNA process help maintain its effectiveness in meeting evolving organizational needs.

2.2. Training benchmarks

Training benchmarks are key performance indicators or standards that organizations use to assess the effectiveness of their training programs. These benchmarks help measure the success of training initiatives and ensure that they align with organizational goals. Here are some common training benchmarks:

1. Training Completion Rates:

- Percentage of employees who successfully complete the training program. This benchmark indicates the overall engagement and commitment of employees to the training.

2. Time-to-Competency:

- The duration it takes for employees to achieve a certain level of competency after completing the training. This benchmark is crucial for assessing the efficiency of the training program in preparing employees for their roles.

3. Knowledge Acquisition:

- Assess the increase in knowledge or understanding of specific topics covered in the training. This can be measured through pre- and post-training assessments to quantify the learning impact.

4. Skill Application:

- Measure the ability of employees to apply the skills learned during training in their day-to-day tasks. This benchmark assesses the practical relevance and effectiveness of the training.

5. Training Cost per Employee:

- Calculate the cost of training per employee, including expenses for materials, instructors, technology, and facilities. This benchmark helps organizations understand the financial efficiency of their training programs.

6. Employee Satisfaction:

- Measure employee satisfaction with the training program through surveys and feedback. High satisfaction rates indicate that the training meets the expectations and needs of the participants.

7. Manager Satisfaction:

- Assess the satisfaction of managers or supervisors with the performance of their team members post-training. This benchmark reflects the impact of training on team effectiveness and overall productivity.

8. Application in the Workplace:

- Evaluate the extent to which employees apply the knowledge and skills acquired in the training to their everyday tasks. This can involve tracking changes in behavior and performance metrics.

9. Learning Retention:

- Measure the retention of knowledge and skills over time. This can be done through follow-up assessments or evaluations conducted weeks or months after the completion of training.

10. Employee Progression:

- Track the career progression of employees who have completed the training program. This benchmark assesses whether the training has contributed to career development and advancement within the organization.

11. Benchmark Against Industry Standards:

- Compare training outcomes against industry benchmarks and best practices. This external comparison provides context and insights into the competitiveness of the organization's training programs.

Regularly monitoring these benchmarks and making data-driven adjustments to training

programs can enhance their effectiveness and contribute to the overall success of an organization. It's important to note that the choice of benchmarks may vary based on the specific goals and nature of the training program.

2.3. Identifying needs

Identifying training needs is a crucial step in designing effective training programs for individuals or teams within an organization. Here are steps to help you identify training needs:

1. Conduct a Skills Gap Analysis:

- **Identify gaps between current skills and required skills.**
 - Review job descriptions, competencies, and performance expectations. Compare these with the current skills and knowledge of employees to identify gaps.

2. Perform Job Analysis:

- **Understand the specific tasks and responsibilities of each job role.**
 - Analyze each job role to identify the skills and competencies necessary for success. Speak with employees, supervisors, and subject matter experts to gain insights.

3. Review Performance Reviews and Feedback:

- **Identify areas for improvement based on performance evaluations.**
 - Examine performance reviews to identify recurring areas of improvement. Consider feedback from supervisors, peers, and self-assessments.

4. Gather Input from Employees:

- **Capture employees' perspectives on their training needs.**
 - Conduct surveys, interviews, or focus groups to gather input directly from employees. They can provide valuable insights into their perceived skill gaps and training preferences.

5. Monitor Industry Trends:

- **Stay informed about industry changes and emerging skills.**
 - Regularly monitor industry trends, technological advancements, and best

practices. Identify the skills and knowledge that will be crucial in the future.

6. Consider Organizational Goals:

- **Align training needs with organizational objectives.**

- Understand the strategic goals of the organization. Identify the skills and competencies required to achieve these goals and ensure training is aligned accordingly.

7. Assess Regulatory and Compliance Requirements:

- **Ensure compliance with regulations and industry standards.**

- Identify any legal or regulatory requirements that mandate specific training. Ensure that employees are trained to meet these compliance standards.

8. Evaluate Team and Individual Performance:

- **Identify areas of improvement at both team and individual levels.**

- Assess team and individual performance metrics. Identify patterns or trends that suggest areas where additional training could improve outcomes.

9. Review Customer Feedback:

- **Identify areas for improvement based on customer expectations.**

- Consider customer feedback to understand areas where employees may need additional training to meet customer expectations and enhance customer satisfaction.

2.4. Measuring proposed training

Measuring the effectiveness of proposed training is essential to ensure that it aligns with organizational goals, meets the identified training needs, and provides a positive return on investment. Here are steps to help you measure proposed training:

1. **Define Clear Objectives:** Clearly define the objectives of the proposed training. These objectives should be specific, measurable, achievable, relevant, and time-bound (SMART). This forms the basis for your measurement criteria.
2. **Develop Key Performance Indicators (KPIs):** Identify key performance indicators that align with the training objectives. KPIs provide measurable benchmarks for assessing the success of the training program.

Page 21 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

3. **Pre-Training Assessment:** Conduct a pre-training assessment to establish a baseline of participants' knowledge, skills, and performance related to the training objectives. This assessment will help measure changes after the training.
4. **Participant Feedback:** Gather feedback from participants before, during, and after the training. Use surveys, focus groups, or interviews to assess their expectations, engagement, and satisfaction with the training.
5. **Knowledge and Skill Assessments:** Implement assessments, quizzes, or practical exercises during and after the training to measure participants' knowledge gain and skill development. Compare the results with pre-training assessments.
6. **Observations and Performance Metrics:** If applicable, observe participants applying the newly acquired knowledge and skills in real or simulated work situations. Track relevant performance metrics to assess practical application.
7. **Post-Training Assessment:** Conduct a post-training assessment to measure the participants' knowledge, skills, and performance after completing the training. Compare this with the pre-training assessment to gauge improvement.
8. **Manager Feedback:** Collect feedback from managers or supervisors regarding changes in the performance and behavior of their team members after the training. This provides additional perspectives on the training impact.
9. **Application in the Workplace:** Assess the extent to which participants apply the newly acquired knowledge and skills in their day-to-day tasks. This can be measured through self-reporting, manager feedback, or performance metrics.

By systematically implementing these measurement strategies, you can assess the success of the proposed training, identify areas for improvement, and ensure that training initiatives contribute effectively to organizational development.

Self-check -2

I. Write true if the questions are correct and write false if the questions are incorrect.

1. Training benchmarks are key performance indicators or standards that organizations use to assess the effectiveness of their training programs.
2. Training Cost per Employee benchmark helps organizations understand the financial efficiency of their training programs.

II. Choose the best answer from the questions listed below.

1. Which of the following are Training benchmarks

A. Time-to-Competency	C. Knowledge Acquisition
B. Skill Application	D. All
2. Training Cost per Employee calculate the cost of training per employee, including _____

A. Expenses for materials	C. For instructors
B. For technology and facilities.	D. All
3. Identifying training needs is a crucial step in designing effective training programs it includes_____

A. Gap Analysis	C. Job Analysis
B. Review Performance	D. All

III. Matching the following from column “A” into column “B“

- | A | B |
|---------------------------------|------------------------------------------------|
| 1. Training Completion Rates | A. Apply the knowledge and skills |
| 2. Time-to-Competency | B. Changes and emerging skills |
| 3. Application in the Workplace | C. A duration employee’s achievement |
| 4. Monitor Industry Trends | D. Employees who complete the training program |

IV. List and Fill in the blank space for the following questions.

1. Discuss in detail Training benchmarks
2. How to conduct a Skills Gap Analysis

Unit Three: Implement Training Change

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Planning training schedule
- Identifying training requirements
- Prioritizing training and allocate resources
- Implementing training management plan and procedures
- Measuring training

This unit will also support you to accomplish the learning outcomes stated in the cover page.

Specifically, upon completion of this module, you will be able to:

- Plan training schedule
- Identify training requirements
- Prioritize training and allocate resources
- Implement training management plan and procedures
- Measure training

3.1. Implement Training Change

Implementing training change involves introducing and managing modifications to training programs, methods, or processes within an organization. Implementing training changes requires a strategic and systematic approach, emphasizing collaboration, effective communication, and a commitment to continuous improvement. By following these steps, organizations can navigate the complexities of change and optimize the impact of their training initiatives.

3.2. Planning training schedule

Planning a training schedule involves organizing the training sessions, modules, and activities in a structured and logical sequence. Here's a guide that help you plan a training schedule:

1. **Understand Training Objectives:** Clarify the overall objectives of the training. Ensure that the schedule aligns with these objectives and supports the desired learning outcomes.
2. **Identify Training Elements:** Break down the training content into distinct modules or topics. Each module should cover a specific aspect of the training objectives.
3. **Sequence Training Elements:** Determine the logical sequence of the training modules. Consider the flow of information and skills, ensuring that each module builds upon the knowledge gained in the previous ones.
4. **Allocate Time for Each Element:** Estimate the time required for each module. Consider factors such as the complexity of the content, the level of interactivity, and the depth of coverage.
5. **Consider Learning Styles and Preferences:** Take into account the learning styles and preferences of the participants. Vary the format and delivery methods to keep participants engaged and accommodate different learning preferences.
6. **Set Realistic Timeframes:** Be realistic in setting timeframes for each session or module. Allow sufficient time for in-depth exploration of complex topics while maintaining an overall sense of progress.
7. **Consider Pre-Work or Pre-Training Materials:** If applicable, consider assigning pre-work or pre-training materials. This could include readings, videos, or assessments that participants complete before the training to enhance readiness.

Page 25 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

8. **Communicate the Schedule Clearly:** Clearly communicate the training schedule to participants in advance. Provide details on the timing, location (if applicable), and any materials they need to review before the training.
9. **Document the Schedule:** Document the finalized training schedule, including details of each session, activities, and any specific instructions for facilitators or participants. This documentation serves as a reference during the training.

By carefully planning the training schedule, you create a structured and effective learning experience for participants. Regularly assess and adjust the schedule as needed to optimize the training's impact.

3.3. Identifying training requirements

Identifying training requirements involves assessing the skills, knowledge, and abilities that individuals or teams within an organization need to acquire or enhance to perform their roles effectively. Here's a step-by-step guide on how to identify training requirements:

1. Conduct a Training Needs Analysis (TNA):

- **Identify gaps between existing skills and required skills.**

- Perform a comprehensive training needs analysis to assess the current competencies of individuals or teams. This analysis can include surveys, interviews, observations, and reviewing performance data.

2. Review Organizational Goals and Objectives:

- **Align training needs with organizational objectives.**

- Understand the strategic goals of the organization. Identify the skills and competencies required to achieve these goals and ensure training aligns with organizational objectives.

3. Job Analysis:

- **Understand the specific tasks and responsibilities of each job role.**

- Conduct a job analysis to identify the key responsibilities, tasks, and competencies required for successful job performance. This helps tailor training to meet specific job requirements.

4. Performance Appraisals:

Page 26 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

- **Use performance data to identify areas for improvement.**

- Analyze performance appraisals and evaluations to identify areas where employees may need additional training or development to improve their performance.

5. Employee Feedback:

- **Capture employees' perspectives on their training needs.**

- Gather feedback directly from employees through surveys, interviews, or focus groups. Employees often have insights into their own skill gaps and areas where additional training would be beneficial.

6. Skills Gap Analysis:

- **Identify gaps between current skills and desired skills.**

- Conduct a skills gap analysis by comparing the skills and competencies required for a job with the skills employees currently possess. Identify areas where gaps exist.

7. Prioritize Training Needs:

- **Prioritize identified needs based on urgency and impact.**

- Once identified, prioritize training needs based on their significance, urgency, and alignment with organizational goals.

8. Development of Training Plans:

- **Create comprehensive training plans based on identified needs.**

- Develop training plans that outline the objectives, content, methods, and evaluation criteria for each training program. Tailor these plans to address specific training requirements.

By systematically following these steps, organizations can effectively identify training requirements and design targeted training programs that address the specific needs of individuals and teams within the organization.

3.4. Prioritizing training and allocate resources

Prioritizing training and allocating resources involves strategically determining which training needs are most critical and ensuring that the necessary resources, such as time, budget, and

Page 27 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

personnel, are allocated accordingly. The following list will help you prioritize training and allocate resources effectively:

1. **Review Organizational Goals:** Align training priorities with organizational objectives.
 - Understand the overarching goals of the organization. Identify training needs that directly contribute to achieving these goals, ensuring alignment between training priorities and strategic objectives.
2. **Categorize Training Needs:** Categorize needs based on urgency and impact.
 - Categorize identified training needs based on their urgency and impact on organizational performance. Prioritize needs that are critical for immediate success or have a high impact on key objectives.
3. **Stakeholder Input:** Gather input from key stakeholders.
 - Consult with stakeholders, including employees, managers, and department heads, to gather their perspectives on the importance and urgency of various training needs. Consider their insights in the prioritization process.
4. **Risk Assessment:** Assess risks associated with unaddressed training needs.
 - Evaluate the potential risks and consequences of not addressing specific training needs. Prioritize training that mitigates risks, especially in areas critical to compliance, safety, or core business functions.
5. **Cost-Benefit Analysis:** Evaluate the cost-effectiveness of training programs.
 - Assess the costs associated with each training program and weigh them against the anticipated benefits. Prioritize training initiatives that offer a higher return on investment and align with budget constraints.
6. **Strategic Workforce Planning:** Align training with workforce planning.
 - Consider the organization's long-term workforce planning. Prioritize training needs that align with future skill requirements and support succession planning and talent development.

By following these steps, organizations can prioritize training needs strategically, ensuring that resources are allocated to the most critical areas that contribute to overall organizational success.

3.5. Implementing training management plan and procedures

Implementing a training management plan involves putting into action the strategies and procedures designed to organize, execute, and evaluate training initiatives within an organization. Here's a guideline to help you implement a training management plan:

1. Establish Roles and Responsibilities:

- **Clearly define who is responsible for what in the training process.**

- Assign roles and responsibilities to individuals or teams involved in the training management process. This includes trainers, coordinators, participants, and any other relevant stakeholders.

2. Develop a Detailed Training Schedule:

- **Create a comprehensive schedule for training activities.**

- Use the training schedule outlined in the training management plan as a basis. Develop a detailed calendar that includes dates, times, locations, and specific activities for each training session.

3. Prepare Training Materials:

- **Develop and gather the necessary materials for training sessions.**

- Create or compile all training materials, including presentations, handouts, exercises, and any technology or equipment required. Ensure that materials align with the learning objectives.

4. Train Trainers and Facilitators:

- **Ensure that trainers are well-prepared to deliver the training.**

- Provide training to individuals responsible for delivering the training sessions. Ensure they are familiar with the content, methodologies, and any technology or tools they will be using.

5. Arrange Training Facilities:

- **Confirm that training venues are ready and equipped.**

- Ensure that the training venues are set up and equipped with the necessary technology, seating arrangements, and any other requirements outlined in the training plan.

6. Implement Training Sessions:

- **Execute the planned training sessions.**

- Begin the training sessions according to the schedule. Ensure that trainers follow the established curriculum, engage participants effectively, and address any questions or concerns.

7. Monitor and Evaluate Training Progress:

- **Continuously assess the effectiveness of the training.**

- Implement monitoring and evaluation processes to assess the progress of training sessions. Gather feedback from participants and trainers to identify strengths and areas for improvement.

8. Document Attendance and Progress:

- **Keep records of attendance and participant progress.**

- Document attendance for each training session and track participant progress. This information can be useful for reporting, follow-up, and assessing overall engagement.

9. Address Issues Promptly:

- **Identify and address any issues or challenges promptly.**

- If issues or challenges arise during the training sessions, address them promptly. This could include technical issues, participant concerns, or unexpected disruptions.

10. Collect Post-Training Feedback:

- **Gather feedback from participants and trainers after the sessions.**

- Collect feedback to assess the overall success of the training. Use surveys, interviews, or focus groups to gather insights into what worked well and areas that could be improved.

11. Evaluate Training Outcomes:

- **Assess the impact of training on performance and objectives.**

- Evaluate the outcomes of the training in terms of improved skills, knowledge transfer, and alignment with organizational goals. Use data and metrics to

measure the impact.

12. Follow-Up and Support:

- **Provide post-training support and follow-up.**

- Offer ongoing support to participants as they apply the newly acquired knowledge and skills. This could include additional resources, mentoring, or follow-up sessions.

13. Evaluate Trainer Performance:

- **Assess the performance of trainers and facilitators.**

- Collect feedback on the performance of trainers and facilitators. Use this information to enhance the capabilities of the training team for future initiatives.

14. Report on Training Outcomes:

- **Provide a comprehensive report on training outcomes.**

- Generate a report summarizing the training outcomes, participant feedback, and any key metrics. Share this information with stakeholders and use it to inform future training plans.

By systematically implementing these steps, organizations can effectively execute a training management plan, ensuring that training initiatives align with organizational goals and contribute to the continuous development of employees.

3.6. Measure training

Measuring training effectiveness is crucial to ensure that the investment in training yields the desired outcomes and contributes to organizational goals. The following metrics will help you to measure the training:

1. **Define Clear Objectives:** Clearly define the objectives of the training. What specific skills, knowledge, or behaviors are expected to improve as a result of the training?
2. **Select Appropriate Key Performance Indicators (KPIs):** Identify and define Key Performance Indicators (KPIs) that align with the training objectives. KPIs could include metrics related to performance, productivity, knowledge gain, or behavior change.
3. **Pre-Training Assessment:** Conduct a pre-training assessment to establish a baseline of

Page 31 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

participants' knowledge, skills, and performance related to the training objectives. This serves as a reference point for measuring progress.

4. **Participant Feedback:** Gather feedback from participants during and after the training. Use surveys, interviews, or focus groups to assess their satisfaction, engagement, and perceptions of the training.
5. **Knowledge and Skill Assessments:** Implement assessments, quizzes, or practical exercises during and after the training to measure participants' knowledge gain and skill development. Compare the results with pre-training assessments.
6. **Observations and Performance Metrics:** If applicable, observe participants applying the newly acquired knowledge and skills in real or simulated work situations. Track relevant performance metrics to assess practical application.
7. **Post-Training Assessment:** Conduct a post-training assessment to measure the participants' knowledge, skills, and performance after completing the training. Compare this with the pre-training assessment to gauge improvement.
8. **Feedback on Training Materials:** Collect feedback on the training materials, including presentations, handouts, and activities. Ensure that the materials effectively supported the learning process and were well-received by participants.
9. **Benchmark against Industry Standards:** Compare the outcomes of the training program against industry benchmarks and best practices. External comparisons provide additional context and insights.
10. **Alignment with Objectives:** Assess how well the training program aligns with the originally defined objectives. Ensure that the training has indeed addressed the identified needs and contributed to organizational goals.
11. **Qualitative Analysis:** Conduct qualitative analysis through interviews or focus groups to gather in-depth insights into the impact of the training on participants' attitudes, perceptions, and behavior.

By systematically implementing these measurement strategies, organizations can assess the success of training programs, identify areas for improvement, and ensure that training initiatives contribute effectively to organizational development.

Self-check -3

I. Write true if the questions are correct and write false if the questions are incorrect.

1. Planning a training schedule involves organizing the training sessions, modules, and activities in a structured and logical sequence.
2. Clarify the overall objectives of the training. Ensure that the schedule aligns with these objectives and supports the desired learning outcomes.
3. Implement monitoring and evaluation processes to assess the progress of training sessions.

II. Choose the best answer from the questions listed below.

1. Implementing training changes requires_____

A. Strategic approach	C. Effective communication
B. Emphasizing collaboration,	D. All
2. Factors of allocating time for each elements of the training _____

A. Complexity of the content	C. Level of interactivity
B. The depth of coverage	D. All

III. Matching the following from column “A” into column “B“

- | A | B |
|------------------------------|---------------------------------------|
| 1. Training Elements | A. Based on urgency and impact |
| 2. Prioritize Training Needs | B. Training content |
| 3. Risk Assessment | C. Effectiveness of training programs |
| 4. Cost-Benefit Analysis | D. Unaddressed training needs |

IV. List and Fill in the blank space for the following questions.

1. How to establish Roles and Responsibilities in the training
2. How to develop a detailed training schedule
3. How to prepare a training materials

Unit Four: Monitor and review implementation

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Measuring training performance
- Submitting performance results

This unit will also support you to accomplish the learning outcomes stated in the cover page.

Specifically, upon completion of this module, you will be able to:

- Measuring training performance
- Submitting performance results

4.1. Monitor and Review Implementation

Monitoring and reviewing the implementation of a training program are critical steps to ensure its effectiveness and to make necessary adjustments for continuous improvement. Here's a guide on how to monitor and review the implementation of a training program:

4.2. Measuring training performance

Measuring training performance involves assessing the effectiveness and impact of a training program. Here's a comprehensive guide on how to measure training performance:

1. **Establish Monitoring Metrics and Indicators:** Define key performance indicators (KPIs) and metrics that align with the training objectives. These could include participant engagement, knowledge gain, skill development, and other relevant factors.
2. **Regularly collect and Analyze Data:** Implement a system for regularly collecting and analyzing data related to the training program. This can include participant assessments, feedback, attendance records, and other quantitative and qualitative data.
3. **Compare Actual Progress with Plan:** Compare the actual progress of the training program with the initially established plan. Assess whether the program is on track, and if not, identify areas where adjustments may be needed.
4. **Alignment with Objectives:** Continuously assess whether the training program is aligned with the initial objectives and goals. Verify that the content remains relevant and that adjustments are made if the organizational context or needs change.
5. **Engage Stakeholders:** Keep key stakeholders, including management, involved and informed about the progress of the training program. Communicate regularly to ensure alignment with organizational goals.
6. **Review Budget and Resource Utilization:** Evaluate the use of budgeted resources, including financial resources, personnel, and time. Ensure that the allocated resources are being used efficiently and effectively.
7. **Documentation and Reporting:** Document the findings from the monitoring and review process. Prepare regular reports summarizing the progress, challenges, and any recommendations for improvement.

4.3. Submitting performance results

Submitting performance results involves effectively communicating the outcomes of a training program to relevant stakeholders, such as management, participants, and other key decision-makers. Here's a guide on how to submit performance results:

1. **Prepare a Comprehensive Report:** Compile all relevant data, including pre-training assessments, post-training assessments, participant feedback, and any other performance metrics. Organize this information into a comprehensive report.
2. **Provide a Summary of Findings:** Begin the report with a summary of the main findings and outcomes. Highlight key achievements, improvements, and any noteworthy observations related to the training program.
3. **Visualize Data:** Use charts, graphs, and other visual aids to present data in a clear and easily understandable format. Visualizations can help stakeholders quickly grasp the impact of the training.
4. **Segment Results by Relevant Categories:** If applicable, segment the results by relevant categories such as departments, teams, or specific training modules. This allows stakeholders to understand the impact at a more granular level.
5. **Include Participant Quotes:** Integrate quotes or testimonials from participants to provide qualitative insights into their experience and the perceived value of the training. This adds a human element to the performance results.
6. **Discuss Challenges and Lessons Learned:** Be transparent about any challenges encountered during the training program and the lessons learned. This demonstrates a commitment to continuous improvement and learning from the experience.
7. **Relate Results to Organizational Goals:**
8. Clearly articulate how the training results align with organizational goals and objectives. Connect the dots between improved skills and knowledge and the broader strategic vision of the organization.
9. **Provide Recommendations for Future Action:** Based on the performance results, offer recommendations for future actions. This could include suggestions for refining training content, adjusting delivery methods, or targeting specific areas for further improvement.

- 10. Schedule a Presentation or Discussion:** Consider scheduling a presentation or discussion to walk stakeholders through the performance results. This allows for a more interactive exchange and provides an opportunity to address questions directly.
- 11. Customize Reports for Different Stakeholders:** Tailor the presentation of results for different stakeholders. Management may be interested in high-level strategic impact, while participants may appreciate more detailed insights into their individual progress.

Self-check -4

I. Write true if the questions are correct and write false if the questions are incorrect.

1. Monitoring and reviewing the implementation of a training program are critical steps to ensure its effectiveness and to make necessary adjustments for continuous improvement.
2. Measuring training performance involves assessing the effectiveness and impact of a training program.

II. Choose the best answer from the questions listed below.

1. Measuring training performance involves_____

A. Alignment with Objectives	C. Engage Stakeholders:
B. Documentation	D. All
2. Submitting performance results involves_____

A. Summary of Findings	C. Visualize Data
B. Organizational Goals	D. All

III. List and Fill in the blank space for the following questions.

1. Describe the guide that show on how to submit performance results
2. How to Monitoring and reviewing the implementation of the training

Unit Five: Deliver training on use of modified system

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Preparing training
- Delivering prepared training

This unit will also support you to accomplish the learning outcomes stated in the cover page.

Specifically, upon completion of this module, you will be able to:

- Prepare training
- Deliver prepared training

5.1. Deliver Training on Modified Document

To deliver training on a modified document, you'll want to follow a structured approach to ensure that participants understand the changes and can effectively apply the updated information. Here's a guide on how to deliver training on a modified document. You can deliver effective training on a modified document, ensuring that participants understand the changes and are equipped to apply the updated information in their roles.

5.2. Preparing training

Preparing training involves several key steps to ensure that the content is relevant, engaging, and effective in meeting the learning objectives. Here's a comprehensive guide on how to prepare training:

1. **Define Learning Objectives:** Clearly articulate the specific learning objectives of the training. What should participants know or be able to do by the end of the training session?
2. **Understand Your Audience:** Analyze the characteristics of your audience, including their background, experience, and skill levels. Tailor the training content to meet the needs of your specific audience.
3. **Conduct a Training Needs Assessment:** Identify the knowledge gaps and training needs of your audience through a needs assessment. This could involve surveys, interviews, or analyzing performance data.
4. **Select Appropriate Training Methods:** Choose training methods that align with your learning objectives and the preferences of your audience. Options include presentations, hands-on activities, discussions, case studies, and e-learning.
5. **Develop a Training Outline:** Create a detailed outline that organizes the training content logically. Outline the main topics, subtopics, and the sequence in which they will be covered.
6. **Create Engaging Content:** Develop engaging and interactive content that captures participants' attention. Use a variety of media, such as visuals, videos, and real-life examples, to enhance understanding.
7. **Design Learning Activities:** Incorporate learning activities to reinforce key concepts. These could include group discussions, role-playing, case studies, simulations, and hands-on exercises.

Page 40 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

8. **Develop Training Materials:** Prepare comprehensive training materials, including presentations, handouts, manuals, and any additional resources. Ensure that materials align with the learning objectives and are easy to understand.
9. **Establish a Training Schedule:** Develop a realistic and well-structured training schedule. Consider the optimal duration for each session, breaks, and the overall timeline for the training program.

5.3. Delivering prepared training

Delivering a prepared training involves more than just presenting information; it requires effective communication, engagement, and the ability to adapt to the needs of the audience. Here's a guide on how to deliver a prepared training session:

1. **Be Prepared:** Familiarize yourself with the content, training materials, and any technology or tools you'll be using. Ensure that everything is set up and ready before the training begins.
2. **Establish a Positive Atmosphere:** Create a positive and inclusive atmosphere from the beginning. Greet participants warmly, set expectations for a collaborative learning environment, and encourage questions and discussions.
3. **Review Learning Aims:** Begin by revisiting the learning objectives. Clearly communicate what participants can expect to learn by the end of the training session.
4. **Engage Participants:** Use interactive techniques to engage participants. Ask questions, encourage discussions, and incorporate activities that allow participants to apply what they are learning.
5. **Follow the Training Outline:** Stick to the training outline to maintain a logical flow. Clearly articulate the agenda and let participants know what to expect throughout the session.
6. **Use Visuals Effectively:** If using slides or visuals, ensure they are clear, concise, and visually appealing. Use graphics, charts, and images to enhance understanding.
7. **Encourage Participation:** Actively encourage participant participation. Ask open-ended questions, invite comments, and facilitate group discussions. This keeps participants engaged and reinforces learning.

- 8. Adapt to the Audience:** Be flexible and adapt your delivery based on the needs and reactions of the audience. Pay attention to non-verbal cues, and be prepared to adjust your approach if necessary.
 - 9. Check for Understanding:** Periodically check for understanding by asking questions or having participants summarize key points. This ensures that the information is being absorbed.
 - 10. Manage Time Effectively:** Keep track of time and ensure that the training stays on schedule. Be mindful of breaks, and adjust the pace if needed to cover all key points.
 - 11. Use Varied Delivery Methods:** Incorporate a variety of delivery methods to cater to different learning styles. Combine lectures with discussions, group activities, and hands-on exercises.
 - 12. Provide Clear Transitions:** Use clear transitions between topics or sections of the training. This helps participants follow the flow of information and understand how each part relates to the whole.
 - 13. Facilitate Group Activities:** If the training involves group activities, facilitate them effectively. Provide clear instructions, monitor progress, and encourage collaboration.
 - 14. Collect Feedback:** At the end of the training, collect feedback from participants. Use this feedback to assess the effectiveness of the training and identify areas for improvement.
- Remember, effective delivery is not just about conveying information but also about creating an environment where learning can thrive. Pay attention to participant engagement, adaptability, and clarity in your delivery to ensure a successful training session.

Self-check -5

I. Write true if the questions are correct and write false if the questions are incorrect.

1. To deliver training on a modified document, you'll want to follow a structured approach to ensure that participants understand the changes and can effectively apply the updated information.
2. Training Needs Assessment Identify the knowledge gaps and training needs of your audience through a needs assessment.

II. List and Fill in the blank space for the following questions.

1. List the guidelines on how to prepare training:
2. How to Conduct a Training Needs Assessment
3. List guidelines on how to deliver a prepared training

Unit Six: Utilize Specialized Communication Skills

This unit is developed to provide you the necessary information regarding the following content coverage and topics:

- Identifying communication skill
- Approaches used in communication
- Channels of communication
- Utilizing media.
- Evaluating communication strategies

This unit will also support you to accomplish the learning outcomes stated in the cover page.

Specifically, upon completion of this module, you will be able to:

- Identify communication skill
- Explain approaches used in communication
- Explain channels of communication
- Describe utilizing media.
- Evaluate communication strategies

5.1. Utilize Specialized Communication Skills

Facilitating user training requires a specific set of communication skills to ensure that participants not only understand the content but can also apply it effectively. Here are some specialized communication skills to utilize when facilitating user training:

5.2. Identifying communication skill

Identifying communication skills involves recognizing and understanding the various abilities that contribute to effective communication. Here are some key communication skills that individuals can possess:

1. **Active Listening:** The ability to fully focus, understand, and respond to a speaker. Active listening involves giving full attention, asking clarifying questions, and paraphrasing to ensure comprehension.
2. **Verbal Communication:** Expressing thoughts, ideas, and information clearly and effectively using spoken words. This includes vocabulary, tone, pitch, and articulation.
3. **Non-Verbal Communication:** Conveying messages without words through body language, facial expressions, gestures, and posture. Non-verbal cues often complement and enhance verbal communication.
4. **Empathy:** Understanding and sharing the feelings of others. Empathetic individuals can connect emotionally with people, showing that they care and can see situations from others' perspectives.
5. **Clarity:** Communicating in a clear and straightforward manner to avoid confusion. Clarity involves using simple language, organizing thoughts logically, and providing relevant details.
6. **Conciseness:** Expressing ideas and information in a brief and to-the-point manner. Being concise ensures that messages are delivered efficiently and effectively.
7. **Interpersonal Skills:** Building and maintaining positive relationships with others. This includes being approachable, friendly, and skilled in resolving conflicts.
8. **Adaptability:** Adjusting communication style and approach based on the audience and situation. Adaptable communicators can interact effectively with diverse groups.
9. **Assertiveness:** Expressing thoughts, opinions, and needs confidently and respectfully. Assertive communication involves standing up for oneself without being aggressive or

passive.

10. Presentation Skills: Delivering information to an audience in a clear, engaging, and persuasive manner. Presentation skills include using visuals, maintaining eye contact, and managing nerves.

Identifying and cultivating these communication skills can lead to more effective and meaningful interactions in both personal and professional settings. Individuals can continually work on improving these skills through practice, feedback, and self-awareness.

5.3. Approaches used in communication

Various approaches are used in communication to convey messages effectively and foster understanding. Different contexts and goals may require different communication approaches. Here are some common approaches:

1. Assertive Communication:

- **Description:** Expressing thoughts, feelings, and needs openly and honestly while respecting the rights and opinions of others.
- **Purpose:** Promotes clear expression without aggression or submission, fostering positive relationships.

2. Active Listening:

- **Description:** Fully concentrating, understanding, responding, and remembering what is being said.
- **Purpose:** Enhances understanding, builds rapport, and demonstrates respect for the speaker.

3. Non-Verbal Communication:

- **Description:** Conveying messages without words through body language, gestures, facial expressions, and posture.
- **Purpose:** Adds nuance and emphasis to verbal communication, helping to convey emotions and intentions.

4. Collaborative Communication:

- **Description:** Emphasizing cooperation and joint problem-solving, often involving open dialogue and brainstorming.

Page 46 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

- **Purpose:** Fosters teamwork, encourages creativity, and helps find mutually beneficial solutions.

5. Transactional Communication:

- **Description:** Viewing communication as an exchange of messages between sender and receiver.
- **Purpose:** Emphasizes the interactive nature of communication, with feedback loops and shared understanding.

6. Strategic Communication:

- **Description:** Planning and executing communication with specific goals in mind, often aligned with organizational objectives.
- **Purpose:** Ensures messages are intentional, targeted, and contribute to broader objectives.

7. Empathetic Communication:

- **Description:** Understanding and sharing the feelings of another person.
- **Purpose:** Builds emotional connections, demonstrates understanding, and fosters trust.

8. Motivational Communication:

- **Description:** Inspiring and encouraging individuals or groups to take action or achieve specific goals.
- **Purpose:** Boosts morale, increases motivation, and drives positive outcomes.

9. One-Way Communication:

- **Description:** A one-sided flow of information from sender to receiver without immediate feedback.
- **Purpose:** Efficient for disseminating information but may lack interactivity.

10. Two-Way Communication:

- **Description:** Interactive communication involving a back-and-forth exchange of messages between sender and receiver.
- **Purpose:** Facilitates understanding, clarification, and collaboration.

11. Formal Communication:

- **Description:** Structured and official communication channels within an organization.

- **Purpose:** Conveys official information, policies, and procedures.

12. Informal Communication:

- **Description:** Unofficial and spontaneous communication that occurs casually between individuals.
- **Purpose:** Builds social connections, fosters camaraderie, and shares non-official information.

5.4. Channels of communication

Communication channels refer to the mediums through which information is transmitted from a sender to a receiver. The choice of communication channel depends on factors such as the nature of the message, the audience, the urgency of communication, and technological capabilities. Here are various channels of communication:

1. Verbal Communication:

- **Description:** Spoken words used in face-to-face conversations, meetings, or phone calls.
- **Advantages:** Immediate feedback, tone and intonation convey additional meaning.
- **Considerations:** Limited to the presence of the parties involved.

2. Written Communication:

- **Description:** Information conveyed through written words, including emails, letters, memos, reports, and documentation.
- **Advantages:** Provides a record, allows for careful formulation of messages.
- **Considerations:** Lack of immediate feedback, potential for misinterpretation.

3. Non-Verbal Communication:

- **Description:** Conveying messages without using words, including body language, facial expressions, gestures, and visual cues.
- **Advantages:** Enhances or emphasizes verbal communication, adds nuance to messages.
- **Considerations:** Can be ambiguous, may vary across cultures.

Page 48 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

4. Face-to-Face Communication:

- **Description:** In-person interaction between individuals.
- **Advantages:** Immediate feedback, personal connection, non-verbal cues.
- **Considerations:** Limited to physical proximity, may be time-consuming.

5. Telephone Communication:

- **Description:** Verbal communication conducted over the phone.
- **Advantages:** Immediate and real-time, allows for voice tone interpretation.
- **Considerations:** Lack of visual cues, potential for misunderstandings.

6. Video Conferencing:

- **Description:** Real-time visual and audio communication between individuals or groups using video conferencing tools.
- **Advantages:** Simulates face-to-face communication, allows for visual cues.
- **Considerations:** Requires technology, potential for technical issues.

7. Email Communication:

- **Description:** Written communication through electronic mail.
- **Advantages:** Asynchronous communication, documentation of messages.
- **Considerations:** Lack of immediate feedback, potential for misinterpretation.

8. Instant Messaging:

- **Description:** Real-time text-based communication through messaging platforms.
- **Advantages:** Quick responses, informal communication.
- **Considerations:** May lack formality, potential for distractions.

9. Social Media Communication:

- **Description:** Communication through social networking platforms, including text, images, and videos.
- **Advantages:** Broad reach, engagement with a wider audience.
- **Considerations:** Public nature, potential for misinterpretation.

Choosing the appropriate communication channel depends on factors such as the nature of the message, the audience, the level of interaction required, and technological considerations.

Effective communication often involves a combination of these channels to ensure that messages

are delivered clearly and reach the intended audience.

5.5. Utilizing media

Utilizing media effectively is essential for communication, whether it's in business, education, marketing, or any other field. Media can include various channels such as print, digital, audio, and visual formats. Here's a guide on how to effectively utilize media:

1. Choose Appropriate Media Channels:

- **Purpose:** Select media channels that align with your objectives and audience. Options include:
 - **Print Media:** Newspapers, magazines, brochures.
 - **Digital Media:** Websites, blogs, social media, emails.
 - **Audio Media:** Podcasts, radio.
 - **Visual Media:** Videos, infographics, presentations.

2. Craft Compelling Content:

- **Purpose:** Develop content that is engaging, relevant, and aligned with your objectives. Tailor the content to suit the characteristics of the chosen media.

3. Consider Multimedia Approaches:

- **Purpose:** Combine different media formats for a richer experience. For example, use videos, infographics, and text together to convey a message more effectively.

4. Ensure Consistency:

- **Purpose:** Maintain consistency in messaging, branding, and tone across all media channels. This helps build a cohesive and recognizable identity.

5. Optimize for Accessibility:

- **Purpose:** Ensure that your content is accessible to a wide audience. Consider factors such as readability, language, and inclusivity in design.

By implementing these strategies, you can effectively utilize media to convey your messages, engage your audience, and achieve your communication goals. Remember that a thoughtful and strategic approach to media utilization is key to success in today's dynamic and competitive communication environment.

5.6. Evaluating communication strategies

Evaluating communication strategies is crucial to understanding their effectiveness and making informed decisions for improvement. Here's a guide on how to evaluate communication strategies:

1. Establish Clear Objectives:

- **Purpose:** Clearly define the objectives of your communication strategy. Objectives should be specific, measurable, achievable, relevant, and time-bound (SMART).

2. Collect Baseline Data:

- **Purpose:** Before implementing the strategy, gather baseline data on relevant metrics. This provides a reference point for measuring changes over time.

3. Monitor in Real-Time:

- **Purpose:** Use real-time monitoring tools to track the performance of your communication strategy. This allows for immediate adjustments and optimizations.

4. Analyze Audience Feedback:

- **Purpose:** Solicit and analyze feedback from your target audience. Understand their perceptions, preferences, and responses to your communication efforts.

5. Track Reach and Impressions:

- **Purpose:** Measure the reach of your messages and the number of impressions across different channels. This helps gauge the overall visibility of your communication.

6. Assess Engagement Levels:

- **Purpose:** Evaluate audience engagement through metrics like likes, shares, comments, and retweets. Higher engagement often indicates content resonance.

7. Evaluate Conversion Rates:

Page 51 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
---------------	--------------------------------------------------	----------------------------------------------	---------------------------

- **Purpose:** If applicable, assess how well your communication strategy converts leads or achieves desired outcomes. This could include product purchases, sign-ups, or other actions.

8. Review Media Coverage:

- **Purpose:** Assess the coverage your communication strategy receives in various media outlets. Monitor both traditional and digital media for mentions and sentiment.

9. Conduct Surveys and Interviews:

- **Purpose:** Gather qualitative data through surveys and interviews. Understand the impact of your communication on attitudes, opinions, and behaviors.

10. Report and Communicate Findings:

- **Purpose:** Share the results of your evaluation with relevant stakeholders. Communicate findings transparently and use them to inform organizational decisions.

By systematically evaluating your communication strategy using these steps, you can gain valuable insights, optimize your approach, and ensure that your communication efforts align with organizational goals. Regular evaluations contribute to a culture of continuous improvement and adaptability.

Self-check -6

I. Write true if the questions are correct and write false if the questions are incorrect.

1. Facilitating user training requires a specific set of communication skills to ensure that participants not only understand the content but can also apply it effectively.
2. Identifying communication skills involves recognizing and understanding the various abilities that contribute to effective communication.

II. Choose the best answer from the questions listed below.

1. The ability to fully focus, understand, and respond to a speaker.
 - A. Active Listening
 - B. Non-Verbal Communication
 - C. Verbal Communication
 - D. Empathy
2. Understanding and sharing the feelings of others
 - A. Empathy
 - B. Conciseness
 - C. Clarity:
 - D. Adaptability
3. Delivering information to an audience in a clear, engaging, and persuasive manner.
 - A. Conciseness:
 - B. Assertiveness
 - C. Interpersonal Skills
 - D. Presentation Skills
4. Interactive communication involving a back-and-forth exchange of messages between sender and receiver.
 - A. One-Way Communication
 - B. Formal Communication
 - C. Two-Way Communication
 - D. Informal Communication

III. Matching the following from column “A” into column “B“

- | A | B |
|------------------|-------------------------------------------|
| 1. Print Media | A. Videos, infographics, presentations. |
| 2. Digital Media | B. Podcasts, radio. |
| 3. Audio Media | C. Newspapers, magazines, brochures. |
| 4. Visual Media | D. Websites, blogs, social media, emails. |

IV. List and Fill in the blank space for the following questions.

1. List some key communication skills that individuals can possess:
2. List and discuss different approaches used in communication
3. Differentiate between One-Way Communication and Two-Way Communication
4. Differentiate between Formal Communication and Informal Communication

References

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Page 54 of 55	Ministry of Labor and Skills Author/Copyright	Conduct/Facilitate User Training Level IV	Version 2 August, 2023
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