**Talent that inspires, training that transforms**

# Introduction

The topic of professional development and training is one of the aspects of human resource management that Talents for Development focuses on with the utmost care and preparation to meet the objectives expected by organizations.

Our specialists implement a structured process to design, launch, and evaluate courses, specializations, bootcamps, and workshops.

We define the purpose of each event, linked to the objectives of your department and the company. We establish clear goals (talent acquisition, training, employer branding, innovation), ensuring that each activity provides measurable value.

# Diagnosis and curriculum design



- We analyze organizational needs and skills gaps.
- We define learning objectives aligned with the talent strategy.
- We select the most appropriate format (course, specialization, bootcamp, workshop).
- We develop a curriculum with modules, methodologies, and a timeline.

# Content development and production



- We collaborate with internal or external experts (consultants, academics, practitioners).
- We create multimedia materials: presentations, case studies, videos, and guides.
- We implement digital tools (LMSs such as Moodle, Canvas, or specific platforms).
- We design experiential dynamics: simulations, role-plays, and real-world projects.

# Marketing and participant recruitment



- We define the target audience by level (introductory vs. advanced) and professional role.
- We execute digital campaigns: email marketing, social media, and sample webinars.
- We offer pricing schemes and payment methods (FUNDAE bonuses, sponsoring companies).
- We manage registrations and payments through online portals.

# Execution and delivery



- **Delivery methods:**
  - **In-person: in-company training rooms or on campus.**
  - **Synchronous online: live sessions with Zoom or Teams.**
  - **Asynchronous online: recorded content on-demand.**
  - **Hybrid: a combination of both.**
- **Training guided by specialized facilitators.**
- **Use of active techniques: collaborative learning, quizzes, discussion forums.**
- **We monitor attendance and participation in real time.**

# Evaluation and certification



- We measure satisfaction and goal achievement through surveys and evaluation rubrics.
- We conduct tests, comprehensive projects, and final deliverables.
- We award digital certifications or diplomas associated with formal credits.
- We collect post-event feedback for adjustments and continuous improvement.

# Comparative table of formats



| Format | Typical duration | Depth | Key methodology | Target audience |
|---|---|---|---|---|
| **Course** | 10–40 hours | Specific | Theoretical classes + exercises | Professionals looking for quick updating |
| **Specialization** | 3–6 months (60–120h) | Comprehensive and long-term | Sequential modules + projects | Middle management and executives |
| **Bootcamp** | 1–4 weeks (30–80h) | Intensive and practical | Daily workshops + real challenges | Technicians, assistants, and young professional |
| **Workshop** | 1–2 days (6–16h) | Punctual and focused | Practical workshops | Small groups requiring specific skills |

# Good practices

- We implement a continuous improvement cycle with quarterly content reviews.
- We integrate emerging technologies (VR/AR for simulations, analytics to measure engagement).
- We establish alumni communities for networking and impact monitoring.
- We design complementary microlearning to reinforce key learnings.

Are you interested in a specific format or would you like to create something specific for your organization? Contact us to work together.
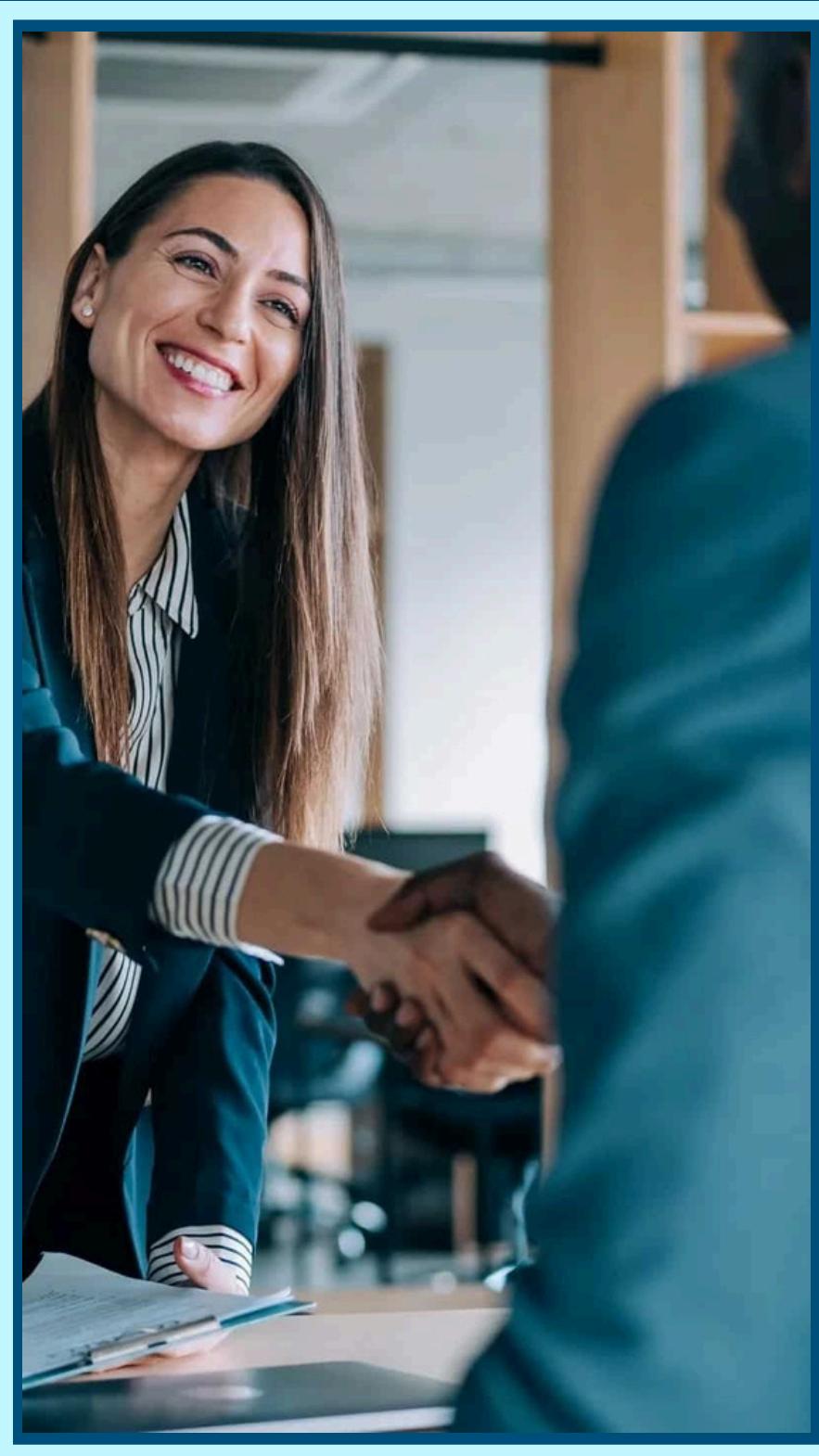
# **Links**

We look forward to sharing your experiences with you.

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