

Trainer Certification: Why is it so vital?



Independent certification of a trainer's skills is vital to a healthy, vibrant training industry. And the mandate for trainers is clear. A recent industry poll reported that 85 percent of IT professionals prefer their trainers to be certified by a vendor-neutral association.

The professional certification program has three tracks:

- Individual trainers
- Organizations & training staff
- Materials & learning guides

ITrain's vendor-neutral certification program makes trainer certification a part of doing business both face-to-face, and on the Internet. The members and board of directors have always focused on aiding the training community, and it is with great pride and pleasure that we present this global certification program.

Certification provides a security blanket. The "jargon" and technical issues involved in selecting a trainer or training company confuse many consumers, and "fly by night" training providers often compromise quality to provide low prices. The certification criteria offer a concrete standard for professional trainers and every trainer or training company is re-evaluated annually to ensure standards are continually upheld.

85% of IT professionals prefer their trainers to be certified by a vendor-neutral association.
IT industry poll

Consumers know that by choosing a certified trainer they're working with a professional who understands the importance of measuring specific outcome behaviors, maintaining professional integrity, and a keeping a commitment to continued excellence.

Trainers know that by investing in certification and membership in ITrain, they set themselves apart from the majority of training companies.

Evaluation and certification by ITrain's evaluation committee and board of directors gives a training company the security of knowing they are providing quality service. Displaying the authorized ITrain seal a website and collateral material allows certified members to prove their commitment to excellence. This commitment will be recognized by all training clients, both current and potential.

Individual Trainers

Individual trainers may pursue certification of their skills as a trainer.

Applicants who are full members in good standing and have successfully completed the Advanced Train the Trainer seminar may apply

to be certified as a Professional Technical Trainer (PTT).

Each application includes a 30-minute, non-professional, self video tape of a training program presentation. The topic must be relevant to their profession and must demonstrate questioning techniques, individual and group interaction, and facility at explaining a technical subject using common language. Also, ten student references who have attended training presented by the applicant and post-class evaluations from ten classes will be evaluated.

85% of IT professionals rate certification of IT trainers as "vital or valuable."

IT industry poll

Training Organizations

Training organizations, including nonprofit, academic, and for-profit training centers, may pursue certification as a Professional Training Center (PTC). This certification evaluates the management of training procedures as well as the skills of the individual trainers associated with the training center. Organization and vendor members may apply for this certification.

Each trainer employed by the organization must meet the requirements of individual trainer certification. An on-site visit may be required by one or more members of the ITrain board of directors.

Training Materials

Training materials may be certified under the Professional Training Materials (PTM) program. Authors and publishers of training guides and instructional materials may submit their products for independent review and certification. Each applicant must submit a complete sample of each product for which certification is sought.

Application Submission

If you are a full member in good standing and wish to be recognized for your training excellence, you are encouraged to contact Dave Murphy, ITrain's membership director at 410.290.7000 or 1.888.290.6200 to receive an application or to request more information.



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