TRANSFER DESIGNER CERTIFICATION



ARE THESE QUESTIONS RELEVANT TO YOU?

How much of the content transfers into practice?	What are the levers to increase the transfer rate?	How can I evaluate the effectiveness of a training?	How do I develop transfer concepts that really work?	
How do I win the executives to consistently back transfer?	Which tools and interventions increase transfer success?	What experiences do other companies have with the topic of transfer?	How do I implement transfer design in my project?	How can I systematically manage transfer success?



MANAGING TRANSFER SUCCESS SYSTEMATICALLY

As a Certified Transfer Designer, you apply the transfer effectiveness levers in practice.

With these scientifically proven, manageable factors, you develop customized transfer concepts.

You become part of the transfer community and benefit from the best tools and the latest practical knowledge.

YOUR GOALS:

Becoming an expert in transfer effectiveness

As an HRD professional, L&D consultant, training designer or trainer, you know the obstacles of training transfer from your own experience, and you want to do something about it. You want to take the training in your company and your industry to a new level. You want effectiveness to be your USP and seek access to the exclusive transfer community of people who think and act like you.

Achieve all of this with a **Transfer Designer Certification.**

BUSINESS IMPACT

After only 3 months our graduates see results, e.g., in the following areas:

Transfer effectiveness of my training programs has increased

Client satisfaction has increased

I perceive my work as more meaningful and valuable

PROGRAM GOALS

After this program, you can say...

I am aware of the 12 Levers of Transfer Effectiveness® and I know how to control transfer success.

I am familiar with various tools and interventions to promote transfer effectiveness.

I have developed specific tools and interventions to increase the effectiveness of my training programs.

I have a transfer concept ready for a real development program at my company (my real case).



CERTIFICATION IN 3 PHASES

PHASE 1

TRANSFER PRACTITIONER

As a Transfer Practitioner, you are familiar with the 12 Lever Methodology and have a variety of transfer tools that can enhance the effectiveness of your training programs.

PHASE 2

TRANSFER INSIDER

As a Transfer Insider, you know exactly what is important about each transfer lever and how to operate and control it. It allows you to (further) develop transfer tools and measures that are tailored to the specifics of companies, training topics, and target groups.

PHASE 3

TRANSFER DESIGNER

As a Transfer Designer, you will develop systematically connectable and scientifically sound transfer concepts for any training (program) that serves all 12 Levers of Transfer Effectiveness. You have proven this with your certification project (a real case from your company).

*The program fee includes ***all 3 phases***

DURATION

2 DAYS IN-PERSON + 3 MONTHS OF TRANSFER SUPPORT

TIME COMMITMENT

APPX. 1 HOUR + 2 DAYS + 1 HOUR +

Before the in-person session "Quick Starter Activities"

2 days of in-person learning

Certification assignment and 1-hour certification interview ***(virtual)***

2 X 30 MINS

Optional
2 Transfer Cafés of 30 minutes each and 1:1 Transfer Sparring (all virtual)

TRANSFER GOALS

What you can achieve with this program...

Your training (programs) achieves lasting impact because you design and implement customized and research-based transfer concepts.

You use the Levers of Transfer Effectiveness to develop transfer tools and interventions that are compatible and tailored to the company and the participants.

Through the transfer effectiveness of your training, you can verifiably increase the value and impact of your training programs.

TESTIMONIALS

> The levers are impressively practical and scream to be implemented, so that the energy invested by participants, concept developers and trainers does not fizzle out, but brings business success, personal meaning and confirmation.

Julia Furchner
Audi AG

> Anyone who has serious intentions of creating impact cannot ignore the 12 levers. I do not know of a toolbox that offers a wider range of ways to improve the effectiveness of training.

Dirk Rosomm
Bildungsinnovator

> Science, benefits, practicability, energy. The 12 levers provide a concept that is scientifically sound and easy to implement in staff development. Ina Weinbauer is passionate about her subject and her transfer energy is highly contagious!

Anja Priewasser
Silhouette International

WHO SHOULD ATTEND?

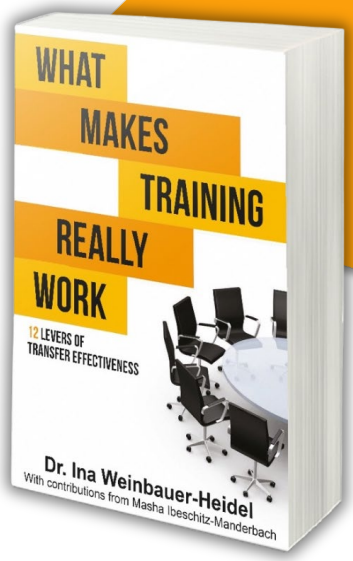
Experienced HRD professionals

- HR MANAGERS
- HR DEVELOPERS
- L&D CONSULTANTS
- TRAINING DESIGNERS
- TRAINERS

Who believe that transfer effectiveness is not only a catchword but an aspiration.

WHAT DOES THE REGISTRATION FEE INCLUDE?

- The book "What makes training really work" by Dr. Ina Weinbauer-Heide
- Lifetime Access to the Online Transfer Toolbox
- The haptic Transfer Toolbox with more than 50 Best-Practice Transfer Tool Ideas, the 12 Lever Card set and much more
- One-to-one transfer sparring conversation with your Senior Transfer Enabler, Melanie Martinelli
- Individual support and advice for the development of your training transfer concept and
- The certification as Transfer Designer incl. your personal certification interview





They exist, experienced HR professionals who believe that transfer effectiveness is not only a catchword, but a successfully lived aspiration for professional development.

I enjoy bringing these professionals together in this program and working on the issue of transfer with the help of the 12 Levers of Transfer Effectiveness.

Applying well-founded research pragmatically and expand it with the expertise and passion of the participants, that's what makes this program so exciting.

The transfer concepts of the graduates are impressive and show: Transfer success is manageable.

Dr. Ina Weibbauer Heidel

For more information, write to us at:

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