



Cutting Edge Training from the Largest Provider of Train the Trainer in the Middle East



Alpha UK is ISO 9001:2008 Registered.
Certificate No.: M 8490



Alpha UK Training
PO Box 120385, Dubai, UAE
Tel: + 971 (04) 351 6993
Fax: + 971 (04) 351 6994
Email: dubai@alphatraining.co.uk,
Web: www.alphatraining.co.uk



About Alpha Training

Alpha Training in Brief

- Established 2005 in Dubai
- Over 300 Training Programmes
- Over 200 qualified Associates Trainers
- The largest provider of Train the Trainer in the Middle East
- ISO 9001:2008 Certified
- Alpha Training is a Registered Trade Mark
- Bilingual Arabic / English Training
- Online TNA System (TNAS)
- Online Exam System (Smart Exam)
- Online Document Management System (DMS)
- Automatic Training Scheduling System (TSS)
- Six Sigma Training System (DMAIC Mentor)
- Sole Agent of HRD Academy (HRDA)
- Adopted HRDA IQST Quality System
- Organised an important conference "Talent Management" in 2008
- Well known in the Middle East

Alpha Mission and Quality Policy

"Our mission, through commitment to excellence, is to provide the finest training and consulting that will show individuals, organisations and corporations how to accomplish a higher quality of life, and to expand their skills and knowledge beyond their expectation."

Alpha Policy Manual D-301, Revision 1.0

ISO 9001:2008 Certified



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State-of-the-Art Training

Alpha Training offers you an experience that no other training and consulting business can provide. We provide you the concepts, procedures and tools that have worked. We advocate and support the use of powerful models to plan and manage enterprises and schemes, and to ensure their ongoing viability.

Training Services

Public Training

In-house Training

Customised Training

Training Needs Assessment

Certified Training

Assessment Tools

Train the Trainer

Training Areas

- Management & Leadership
- Finance & Accounting
- Administration & Secretarial
- Customer Service
- Marketing and Sales
- Quality Management
- Health, Safety and Environment (HSE)
- Security Management
- Contract and Tenders Management
- Human Resources Management
- Training & Development
- Inventory & Materials Management
- Maintenance Management
- Project Management
- Purchasing Management

Effective Training

Training is one of the most profitable investments an organisation can make. But training requires more than what many people think.

The quality and effectiveness of training is not what we put into it but what the learner gets out of it.

In Alpha Training we integrate goals and target behaviors, courseware, balanced training needs, delivery system, and an ongoing support system.



Growing Industry

A four-year study by the American Society of Training and Development (ASTD) shows that firms who invest \$1500 per employee in training compared to those that spend \$125, experience on average: 24% higher gross profit margins and 218% higher income per employee!

Just a 2% increase in productivity has been shown to net a 100% return on investment in outsourced instructor-lead training.

Strategic Partnership with HRDA

Alpha Training has adopted the Integrated Quality System for Training (IQST) of HRD Academy UK (HRDA). HRDA is an independent professional organisation focused on furthering excellence in training and development. HRDA provides defined criteria, standards and procedures for evaluation and optimisation of training and development activities.

The main purpose of the HRD Academy (HRDA) is to make sure that HRD trainers possess the knowledge, skills, professional competence, and ethical standards, required in the practice of training profession.



The Largest Provider of TTP

Being a trainer requires more than what many people think. Alpha, in collaboration of HRD Academy, has developed the most advanced and up to date Train the Trainer Programme (TTP). With over 700 participants from 18 Arab countries

With this successful programme Alpha became the largest provider of Train the Trainer in the Middle East

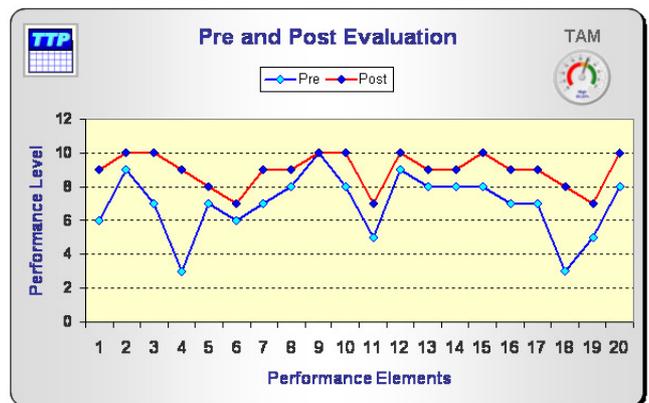
Train the Trainer Programme (TTP)

TTP is designed and developed according to the HRDA trainers competency model (TCM) to identify and assess core training competencies. TCM is based on a defined set of competencies derived from well researched international standards.

Train the Trainer Programme (TTP) is the most comprehensive and up-to-date programme to train the trainers. Repeated 38 times in Dubai, Abu Dhabi, Riyadh, Jeddah, Dammam, Taif, Bahrain, Oman, Kuwait, Damascus and Istanbul.

Over 700 participants from 18 Arab countries have completed the TTP programme.

Fees: \$5500 per participant.



Trainer Assessment Model (TAM) from HRDA measuring Pre and Post Performance

Certified Training

Professionals with experience, knowledge and skill can demonstrate their professionalism by Certified Training. Alpha Training offers world-class certification programs to ensure and validate the competencies and expertise needed to practice, deploy and support the following:

- Train the Trainer Programme (TTP)
- Advanced Decision Making (ADM)
- Personal Assessment System (PAS)
- Six Sigma training and Certification at the Green Belt (GB) and Black Belt (BB) skill levels

Join the 750 Elite Certified Trainers from 18 countries

Alpha UK Training
The Largest Provider of Train the Trainers in the Middle East



Training Resources and Solutions

Wealth of Training Materials

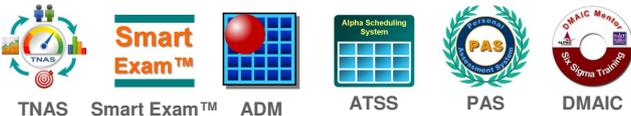
One of the major elements of successful training is the suitability and quality of training materials. Over the years Alpha Training has developed over 200 instructor lead training (ILT) courses. In terms of delivery time this is equivalent to over 1000 ILT training hours. Over 50% of these courses are bilingual (Arabic / English).

Strong R & D Capabilities

Alpha Training has always been committed to research and development discovering new solutions to problems and improving procedures. Investment in R&D has been a key business strategy.

We pride ourselves in continually improving the performance of the training process. This culminated in the development of powerful training and consulting support systems. Example of such developments:

- Training Needs Assessment System (TNAS)
- Online Examination System (Smart Exam™)
- Advanced Decision Making System (ADM)
- Six Sigma DMAIC Mentor
- Automatic Training Scheduling System
- PAS System



Online TNA System

Alpha Online Training Needs Assessment System (TNAS) helps you identify what training you will need. All with One Click. The TNAS result provides the basis for understanding training and competence development needs.

TNAS indicates if there is a major competence gap that should be addressed immediately, or that the manager has demonstrated competence, but further development is required..



Online Examination System

Alpha Online Examination System (Smart Exam™) is a complete exam management solution which allows individuals and organisations to arrange, conduct and manage any objective examination via online.

Smart Exam™ is a web based online system that can be used in education, training, recruitment, marketing, and many other applications. It can also be customised to suit your specific requirements.



Online Document Management System

Alpha has implemented a powerful online document management system (DMS) to track, store and manage electronic documents. Alpha DMS (www.alphadocs.info) allows instant access to all documents from anywhere with an Internet connection. It is a secure, centralised location for all of Alpha information. The system has hundreds of powerful features that enables Alpha to boost productivity and enhanced customer service.



Websites

http://www.alphatraining.co.uk	Alpha website
http://www.alpha-tnas.com	Alpha TNAS website
http://www.alphaexams.com	Alpha Exams website
http://www.alphadocs.info	Alpha DMS website
http://www.pascentre.com	PAS Centre website
http://hrda.co.uk	HRD Academy website
http://www.hrda-me.com	HRDA Middle East site



Innovative Programmes from the Largest Provider of Train the Trainers in the Middle East

Management Competency Model

Alpha has researched and developed a well defined management competency model (MCM). The MCM comprises a set of generic managerial skills to raise managers and leaders effectiveness and improve their abilities. These Generic skills, portable across all industries, enable managers of all levels to better adapt to new job demands, work challenges and changing work environments.

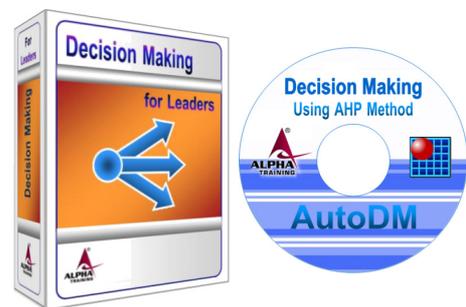
The MCM contains 20 core competencies, organised in four clusters as shown below.



Decision Making for Leaders Using AHP

Alpha has developed an advanced decision-support system "AutoDM" to help individuals and groups enhance the quality of their decisions. AutoDM is a multi-criteria decision-support software tool based on the world's most popular decision-making methodology: the Analytic Hierarchy Process (AHP).

The applications of AHP to complex decision situations have numbered in the thousands, and have produced extensive results in problems involving planning, resource allocation, priority setting, and selection among alternatives. Other areas have included forecasting, total quality management, business process re-engineering, quality function deployment, and the Balanced Scorecard.



Six Sigma DMAIC Mentor

DMAIC Mentor is a complete, interactive home study system that makes it fast, easy, and fun to learn Six Sigma at Green Belt and Black Belt levels.

DMAIC has many advance features:

- Power Point slide shows
- Video and audio explaining concepts and techniques
- Tools applications explained in detail
- Statistics methods and examples
- Step by step Minitab examples
- Images, Excel applications
- Templates ready to use
- Covers Six Sigma Green Belt and Black Belt levels



Assessment Tools

Assessment tools or instruments help understand differences in intelligence, aptitude, achievement and interests of learners. They provide a means of collecting the evidence about whether candidates have achieved competency. Assessment tools become an important part of effective training to enhance the training process.

- Alpha Training offers a variety of assessments from PAS Centre. PAS integrates the best assessment instruments and tools, to help individuals, educators, consultants, and managers improve their performance.



Some of Our Customers



Testimonials

- 'For the first time, my ideas and thoughts on management and leadership have been brought sharply into perspective... I gained more insight into this fascinating subject in three days of the course than in the last 15 years of 'experience' in management or leadership roles.' *Mubarak Ali, Abu Dhabi, UAE*
- 'My last Strategic Planning course proved the best investment in time and money I've made'. *Saad Abdulrahman, SCECO, Saudi Arabia*
- 'Dynamic and motivational. This is the second course I have attended in NLP; both times Dr. Tikrity has presented an excellent well thought out course. I have learned a great deal about leadership and myself.' *Hanan Ali Ahmed, Women Society, Dubai, UAE*
- 'After just having attended your course I felt impelled to write and tell you that they were the most inspirational, informative and positive three days of my life!' *Dr Abdulmajd Salim, Consultant, Kuwait*
- 'I feel that I must congratulate you on the astounding training course you ran. After the course I was left with no doubt that the training provided real value for money and easily justified the time. *Farouq Khairi, Health Authority, Bahrain.*
- 'The courses' intensiveness, practical approach, structure and scope were incredibly effective.' *Abdullah Aldabbagh, Trainer, Saudi Arabia*



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