



**Certified
Professional
Trainer**

How to travel the world, stay at The Ritz-Carlton,
impact thousands of people and still get paid for it...





Certified Professional Trainer



What is the CERTIFIED PROFESSIONAL TRAINER Programme?

The only professional trainers' programme in Asia that provides mentorship, apprenticeship, training, support systems and lifetime membership to enable people who are passionate about training to become professional trainers. We seek to help professionals start their own training, consulting and coaching business.



What makes CERTIFIED PROFESSIONAL TRAINER different?

Coaching, mentorship and real-life practical experience in addition to classroom practices 1	International accreditation 2	Highly practical and hands-on 3
The only programme with apprenticeship opportunities 4	Proven results in 8 countries and growing 5	Opportunities for training projects after completion 6
Learn how to market yourself as a professional trainer 7	Training Systems and Content available 8	Training by a Master Trainer with a team with more than 50 years of international training experiences 9

You can do what you love - teaching your passion

01

Many of those who join the CPT programme want to pursue a profession in training as they have a passion they want to share and teach others - be it a hobby or a skill that they are proud of. Teaching one's passion also moves them up a level, from practitioner to teacher and eventually, they become a "guru" in their own area.

You can possibly secure training assignments through Quest

05

Apart from training projects, Quest provides other opportunities for graduates such as coaching and consultation work around the region. This is especially appropriate if there is a match between the CPT graduate's area of expertise and Quest's business areas. Some may be involved in joint marketing projects or as marketing partners for certain training products or events. It is possible that Quest, in turn, help market and promote programmes that are designed and owned by CPT graduates.

You can earn additional income through training

02

More than 70% of the people who came into the CPT programme hold full time jobs. They took up this course to increase their income sources through training, either part time or full time. While a seasoned trainer can earn as much as USD 2,000 to USD 3,000 per training day, a new trainer can easily ask for USD 1,000 or more. However, the most attractive part of this profession is the flexibility with time.

You can enhance your existing business through training

06

For some, training is one way to expand one's existing profession/business. This includes professionals like doctors and lawyers who can use training as a tool to escalate their personal branding. Running seminars and talks on related topics is one way where professionals can increase their business visibility and help their primary profession/business. Aside from that, it is also a way to add value to their primary services. This is applicable for those who are in insurance, financial planning, network marketing and real estate where training is an important enabler.

8 REASONS

Why do people want to be CERTIFIED PROFESSIONAL TRAINERS

The CPT Mentorship Programme is designed with the purpose of helping trainers and would-be trainers to be successful in their training and coaching career. There are 8 key reasons why people enrol in this programme. To find out if this course is suitable for you, find out if any of the descriptions here fit you.

You can become a more competent trainer in your organisation

03

If you have been training or teaching for some time, the CPT course further provides you with advanced training that would enable you to engage your audience better and be more impactful. You will be able to acquire new skills and techniques that will give better results. These include learning how to invigorate your audience and deal with difficult participants as well as learning how to make even the most mundane technical training into interesting and engaging learning experiences. This course caters to all levels, from seasoned trainers to those without any experience in training.

You can become a Quest licensee and use Quest's proven programmes

07

A CPT graduate can apply to be certified to use Quest's standard programmes and be approved as a Quest Licensee and Associate Trainer. This enables CPT graduates to start their training business quickly without having to wait for their programme to be designed. There will, however, be a need to ascertain the trainer's suitability, competency and commitment. Upon approval, he or she will be given the necessary training and tools to carry out the training on their own.

You can be part of a community of top level fellow trainers

04

One of the challenges faced by people who want to pursue a career in training is the lack of contacts and support from other trainers. The CPT Alumni's regular meetings provide a strong community for all graduates to network and pass on referrals, advice and even give moral support to each other. Many of the graduates have been able to get training assignments and contracts through recommendations by other fellow graduates.

You can monetise on your past experiences and expertise as a trainer even before retirement

08

Having acquired certain expertise and a wealth of experience during their career, retirees or soon-to-be retirees can turn their experiences into a potential passion income whilst enjoying their golden years. Hence they don't need to put their experiences and expertise to waste. This is a profession where they can work from home and at their own pace and leisure. For some whose retirement is quite some time away, this is a potential Plan B should anything happen to their existing job.

At the end of the programme, you will be able to:

OBJECTIVES

Our key mission is to help people who are passionate about training to become a professional trainer and to start building a successful training business whether full time or part time.

Run impactful training programmes that would deliver measurable results

Select appropriate training methods to achieve specific training and development objectives



Create a niche for yourself in the training market so that you can gain entry quickly and be sought-after eventually

Handle sensitive issues and difficult situations while conducting training

Map out a personal branding strategy that is unique and that would position yourself effectively in a crowded market place



Use creativity in training as well as in training design to make your training interesting and captivating

Develop your personal marketing plan that will map out your strategies to be a successful professional trainer

4 PLATFORMS

1. Training

Part 1A & 1B: The Skill Programme

This Core Programme covers the latest in training techniques where you not only learn but put into practice what you have been taught. This is done through a wide range of highly interactive exercises and practice sessions as well as super-learning methods and experiential techniques. Conducted in a supportive and dynamic atmosphere, you are also required to prepare and carry out 4 practice sessions, be assessed on 53 different training competencies and learn at least 18 different exercises/games. Three of these sessions will be video-recorded and critiqued to enable further improvements. Among some of the areas you will learn are:

- 9 different Powerful Openings and 8 Ice Breakers you can use
- 11 ways to overcome nervousness and stage fright to make you look like a true professional
- How to present powerfully using multi-sensory techniques, humour, body language and voice projections
- Structuring your training/presentations - The Quest Learning Cycle and the 8-Step Structure
- Training Styles and Facilitation Techniques - Adjusting to the audience and building connections
- Use of Creative Training Techniques to increase participation and learning
- Games and Experiential Learning, Buzz and Hum Group, Questioning Techniques, Action Planning, Process Review Techniques
- Handling Questions, Briefing and Debriefing Skills, Feedback Techniques, Music and Environment Setting
- How to design training that will deliver results - Getting participants to put into action what they have learnt
- Super-learning Training Techniques - Speeding up the training intake
- 16 strategies on how to motivate learners and maintain a high level of energy and participation
- The Art of Vulnerability - How to avoid any problems from difficult participants
- How to give instructions powerfully - The 6-Step Process

1. Training

Part 2: The Business Programme

Areas covered include:



Starting Your Own Training Business

You learn the different business models for training and decide which model you want to start with. You will also learn how to find your 'niche' area and move on to determining the revenue model. In this module, personal branding and developing your unique selling proposition will be explored and established.



Marketing and Promoting Training

The marketing of training is a constantly evolving area as the market becomes more innovative. Topics from headline writing to writing a trainer's blog will be covered. A marketing plan template is provided and you are required to complete and submit your marketing plan so that coaching in this area can commence. You will also learn how to write a proposal, how to do pricing and very importantly, how to use social media to market your training business.



How to Secure Training Projects

This segment uncovers the secret of how to become a huge success in the training industry. You will learn to sell, prospect for clients and make yourself known. You will go through the 6-Step Sales Cycle. Learn how to leverage to increase your training income and have more free time. Master a proven blueprint of how to sell your seminars and yourself as a trainer.



How to Organise and Market Training Events

This segment reveals to you the inner workings of how you can make money organising and marketing seminars. You will learn direct marketing techniques and advertising strategies, and explore dozens of ways to bring people into the room. There will be valuable lessons on how to run previews and sell on stage. Most importantly, you will learn how to avoid all the expensive mistakes amateurs usually make in this business.

Note: You will be required to submit your personal marketing plan and, either individually or as a team, carry out at least one project which involves selling and marketing a training programme.

1. Training

Part 3: Online and Offline Classes



Knowledge transfers are best done online rather than to taking up valuable classroom time. These are some short seminars that can be accessed online or attended in-class.

- Training Needs Analysis
- Training Design
- Selling Skills for Trainers and Consultants
- Selling to Corporate Clients
- Personal Image Branding
- Social Media Marketing
- Powerpoint Mastery
- Selling on Stage Techniques
- Using Music in Training
- And many more...

2. Coaching and Mentoring

This phase of the programme does not only provide you with guidance and direction, but supports real-life training to build up your practical experience. The coaching and mentorship portion has two parts; Skill Coaching and Business Coaching.



Skill Coaching:

You will be assigned a Skill Coach who will work closely with you to help you acquire the 53 competencies quickly and narrow down some of the gaps in competencies that you might need to improve on. Get into the training profession in the shortest time possible. The Skill Coaches are experienced professional trainers chosen specially for their high level of training skills and expertise.

Business Coaching:

Once you have completed the Business Programme (Part 2) you will have the templates and knowledge to make certain business decisions, thus enabling you to prepare your marketing plan for your Training Business. Upon submission of your marketing plan, the Business Coach will be assigned to discuss with you, examine and validate your Marketing plan. The Business Coach will then work with you to get your Plan implemented through a one-year coaching engagement.

3. Apprenticeship and Assessment

There are two types of live training assignments you will be required to carry out.



Apprenticeship:

There will be opportunities to be an apprentice at actual training sessions secured by Quest. You will be periodically informed of Quest training projects which you can participate in. Your participation as an apprentice, where you will be involved in a live training event is where you will learn the process and dynamics of a real-world training environment. This on-the-job learning experience is invaluable.

Assessment:

Once you have completed Part 1A, 1B and Part 2, and you have done your skill coaching, you can request for an assessment. You are required to organise and carry out a live training session (not less than 2 hours) with a live audience (not less than 20 persons) where you will be evaluated by a CPT Assessor. The assessment can be done live or can be videotaped and submitted to the CPT Assessor. The result of the assessment will determine whether or not you are awarded the Certification from IPMA, U.K.



4. CPT Alumni's Continuous Learning



“The best way to grow your training business is to exchange clients with another trainer”
KC SEE

CPT provides a platform for you to collaborate with each other through Alumni meetings organised every month. Moreover, you are welcome to re-attend the workshop with no charges other than the cost of hotel and materials.

On top of that, additional value added sessions are organised such as “Latest Digital Marketing Techniques for Trainers, Coaches and Consultants”



Licensing Opportunity

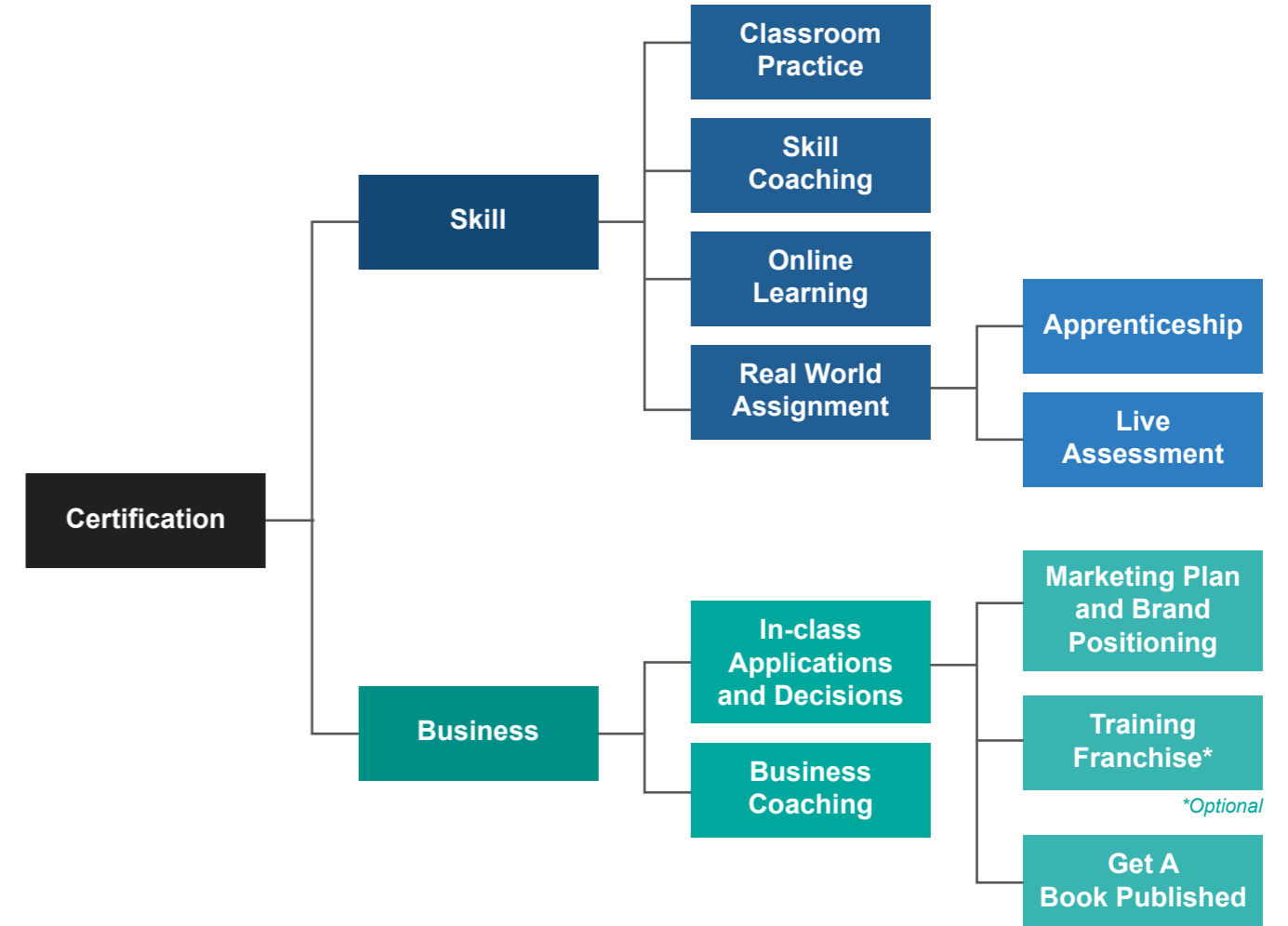
Licensing opportunity from Quest to run a selected Quest programme



Quest has been in the consulting and training business since 1984 and it has developed numerous learning content, its own transformational processes, and copyrighted materials, and is continuously accumulating rich intellectual properties designed for Asians. Quest has also customised hundreds of training solutions over the years for numerous clients, some of which have become our standardised programmes. We presently have 15 transferable programmes that come with PowerPoint slides, leader's guide and workbooks.

To enable our CPT graduates to fast track their success towards creating their training income, each of them is entitled to one FREE training license. There is no charge for the leaders' materials inclusive of PowerPoint slides, leaders guide and supporting materials. Only the training kit (workbook, handouts, assessments and training aids) for participants will need to be purchased. This is OPTIONAL to support our CPT graduates and is not mandatory.

CPT Roadmap



*Optional



The Quest Group is a leading results-based talent and leadership development consulting firm in Asia providing in-house training and consultancy across the region. We have offices in Malaysia, Singapore, Hong Kong, China and Australia.

Quest works with most major organisations in the region, helping them to improve their performance, productivity and profits. Its various corporate training events as well as public seminars serve as valuable platforms for our Certified Professional Trainers (CPT) to be exposed to and involved in live training and speaking engagements. There are over 100 training programmes from which CPT graduates can choose to conduct as Quest Associate Trainers.

Quest was established in 1984 and has enjoyed a leading position in the market place, specialising in the field of Human Resource and Organisational Development. It has a proven track record and history of quality and reliability. Clients include multinationals like Motorola, Sony, Maxis, Siemens, Hewlett Packard, Dell, Intel, Kodak, Shell, Exxon-Mobil, Petronas, Maybank, Citibank, Hongkong Bank, China Eastern Airlines, APL Shipping, Merck, Virgin Air, Allianz, ING, Great Eastern, Tyco, Parker Hannifin, Capitaland, National Oilwell Varco, Bonia, Nestle, Swatch Group, Hai Di Lao, New Balance, Schneider Electric, Konecranes, Daimler, BMW and many others.

Some of Our Major Clients



Master Trainer and Founder

Mr K.C. See is the founder of Quest Group of Companies. He is a Chartered Accountant and Chartered Secretary and also holds a Marketing qualification from Australia.

K.C. is the Master Trainer of trainers, having trained and mentored over 1,400 professional trainers across Asia. He is a powerful speaker and trainer; with over 125,000 people impacted, inspired and invigorated by his special style of training since 1984.

As a Principal Consultant and Coach, K.C. has helped numerous organisations in 20-over countries improve their performance, productivity and profits. His many clients include multinationals such as Citibank, Motorola, Sony, Siemens, Hewlett Packard, China Eastern Airlines, DB Schenker, Schneider, Merck, Nestle, Konecranes, Daimler, BMW and many more.

He has written seven books, one of which has been translated into five languages.



International Professional Managers Association (IPMA), U.K.



The International Professional Managers Association (IPMA) is an International Examining, Licensing and Regulatory Professional body formed for the purpose of providing practising managers with the opportunity to participate and to be part of the process of improving managerial performance and effectiveness in all areas of business and industrial activity. Our Certified Professional Trainers are accredited by IPMA, U.K.

IPMA's primary objective as an international examining, licensing and regulatory professional body is to improve the key skills required for effective management.

Through the examination and licensing qualifying scheme, IPMA strives to create awareness and understanding of new technology and new techniques of management so that qualified managers have the necessary skills to improve their personal effectiveness for their organisations and also have a satisfying and rewarding career in Management.

Visit the IPMA Website for more details.
www.ipma.co.uk





Mahwish Naseem
Workforce Planning Leader, Dubai, UAE

CPT is exactly the kind of programme every aspiring trainer needs to attend. KC takes us on an exciting journey of learning & practice and enriches it with his experience & guidance. I have had tremendous fun whilst learning a great deal and would highly recommend CPT even if you have to fly a few thousand miles!



Tung Desem Waringin
One of the Most Powerful Speakers & Trainers in Indonesia

It was a great experience learning from KC See, not only learning to become a professional trainer but how to operate your own training business like organizing seminars, how to sell the programme and even setting the price. The best thing I learned is called "Selling on Stage" that teaches you to sell anything on stage. This is not only about the training or what you talk about but also the ability to sell your business as well.



Teoh Poh Yew
International Trainer and Creativity Expert, Malaysia & Singapore

I was a mathematics teacher. My life has completely changed after attending the CPT Course which enabled me to pursue my dream in sharing my passion with as many people. Training has taken me to US, Bulgaria, China and many other countries. Training is a very rewarding career - financially and spiritually. I believe anybody can achieve success just like I did.



Tan Swee Heng
Leadership & Talent Development Trainer, China & Singapore

The CPT programme is practical, useful and most important, it works. The training and business skills learned in the CPT programme has helped me tremendously in my success as a regional professional trainer and coach in the past 3 years. Thanks to KC See and the foundation of CPT, I now have a portfolio of 16 MNCs and large corporations in Asia-Pacific. And the client list is still growing. It was certainly the right decision to be part of CPT! Thanks CPT!



Astrid Chan Chi Ching
Actress and Professional Emcee. Founder of Infinitas Creative Learning, Hong Kong

After going through the CPT learning process, I found out that there is so much more for me to improve although by profession I am an Actress and also an experienced emcee. I am really gratified to our Master Trainer and mentor, KC. He is so willing to share every single experience and knowledge that he has. At the end of the day, he hopes that his students would inspire change on others and be a successful trainer.



Ahyat Khalissabri bin Ishak
Business Owner, Property Trainer & Speaker, Malaysia

Amazing training for trainers. This must certainly be the best programme for those who aspire to be a trainer, as it also teaches the business side or angle to it. KC See, Poh Yew and Jessica are so gracious and sincere in sharing and imparting their wisdom to all participants. They exude good values; giving, patience, wisdom, caring, everything you can ask for from a super sifu!



Jonathan Low
Former President of the Global Speakers Federation, International Speaker, Trainer & EQ Leadership Coach, Malaysia

I am indeed grateful and thankful to KC for sharing and equipping me to become a better professional trainer and also to the other many wonderful trainers like Poh Yew, James, Daniel and Nigel. My journey so far as a CPT has been awesome! Having the opportunity to work and share days filled with training, speaking and coaching business opportunities, attracting new engagements, clients and strategic alliances. More importantly our CPT community has been a fantastic source of positive energy, resource and support.

Testimonial

Our participants are from Singapore, Malaysia, Indonesia, Brunei, Thailand, Vietnam, Philippines, Hong Kong, China, Korea, Saudi Arabia, United Arab Emirates, Oman, Lebanon and many more ...



Lorey Chan
Business Owner and Principal Trainer, Hong Kong

I had participated in some Trainer Courses in Hong Kong and I found out that this CPT Programme has much more higher standards. Trainers are able to speak impromptu on a new topic and still be able to connect to participants. It is really amazing! I will practice this skill so that I can use it in my future training.



Jessica Chin
Corporate Trainer in Sales and Leadership, Malaysia

To me, the Certified Professional Trainer (CPT) is not merely a run-of-the-mill professional training programme, it is life changing. From a mere housewife to an internationally recognised corporate trainer in just two years, I am now living my dreams. CPT's tagline "Travel the world, stay at the Ritz-Carlton, impact thousands of people and still get paid for it" is true. I've done it all and it's only just beginning. If an ordinary housewife like me can do it, anyone can.



CK Tan
Founder & Master Trainer of "Blocked Qi Release Technique", Malaysia & Japan

My qualification as an IPMA Certified Trainer has rewarded me with an immediate increase in training engagements. It had a tremendous impact on me and is definitely a landmark in my professional life.



Kamarul Zaman bin Alias
Managing Consultant & Trainer, Malaysia

I strongly recommend Certified Professional Trainer course because it does not only show you how to be a good professional trainer but also teaches you how to be in the training business. The techniques taught in CPT certainly distinguish us from other trainers in the market. The focus on business results is one of the most powerful tools in this programme. CPT has provided me with an excellent platform to achieve my dream and training is now my major source of income.



Mary Zhang
Freelance Professional Trainer & Consultant, Shanghai, China

It has been a decade since I enrolled in the CPT Programme. I have learned and grown so much through this platform, learning how to enrich and tailor my training programme, providing it to many of the Top 500 Companies and receiving favourable comments from them too! I am very happy to be engaged by MNCs as a Trainer, being able to travel while providing training and the most important thing is I am substantially paid!



Heng Zee Soon
Property Investment Trainer and Coach, Malaysia

I was very successful in my career as a Group GM and Country Manager of an F&B company. Yet, I found myself wanting more out of life. I found that through the CPT course. CPT helped me to find my niche, and now I run a successful seminar educating and helping new investors invest in property safely and without risk. I have also published a book, *Propreneur: 7 Strategies on how to leverage on property to build profitable businesses*. I've realised my dreams through CPT.



Bell Tran
Certified NLP Master Coach, Hypnotherapist, Interpreter, Vietnam

I learned a lot from this programme but what I appreciated most is the application of the 2 questions (purpose and measurement of success) which can be used in all aspects of life, and not limited to the training environment.



Dr. Zahra Rashid Al Rawahi
Director of Innovation Capacity Building, Oman

CPT programme is very useful for trainers who like to progress in their training career. It is very practical and effective and I had learned a lot of great training exercises and activities. The business module acts as a blueprint to help individual who likes to be a professional trainer to establish a training career for them. I highly recommend this course to any individuals who like to take training as his or her career.



Zesmond Lok
Certified Coach, Certified Practitioner of NS (Neuro-Semantics)-NLP, Malaysia

Prior to my participation in the Certified Professional Trainer (CPT) course, I had attended six other Train-The-Trainer (TTT) programmes. I have come to the conclusion that none of them are comparable to CPT. CPT is a very comprehensive programme; giving us practical hands-on participation and the knowledge to brand ourselves in the training industry. If you want to be more than a mediocre trainer, then you must join this course!

Training - the ultimate 'GIG' profession



“ The day the trainer stops learning is the day he should stop training ”

“ Training is one of the most noble professions as we are adding value to other people's lives ”

“ Trainers, unlike some other professionals, have no expiry date ”

KC SEE



“ Professional training is a passion profession: it is fun, time-flexible, enriching, fulfilling and is one of the highest paying. ”

KC SEE



CPT International

Since 2000, the Certified Professional Trainer programme has established itself in numerous countries and has successfully developed and mentored over a thousand professional trainers from all walks of life, cultures and languages.

Present:

Singapore, Malaysia, Indonesia, Thailand, Brunei, Vietnam, Myanmar, Philippines, Korea, Hong Kong, China, Taiwan, UAE, Pakistan, Oman, Lebanon and Saudi Arabia.

Upcoming:

India, Australia, Uzbekistan, Japan, Cambodia and Mauritius.



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Contact us for a
FREE consultation session.

www.certifiedprofessionaltrainer.com