

ISIM Indian School of Image Management

TRAIN THE TRAINER INTENSIVE

The Trainer Who *Changes* The Room.

A two-day intensive for trainers, coaches, facilitators and subject-matter experts who want to design stronger learning, facilitate with confidence and create real behaviour change.

> *The standard isn't how well you speak. The standard is what people can do differently after you train them.*

DATES	VENUE	INVESTMENT
27 & 28 November 2026	Andheri East, Mumbai	₹48,000 incl. GST

You don't have a presentation problem.

You can have beautiful slides, speak confidently, hold the room all day and still leave people exactly where they started.

You may know your subject completely. You may already run workshops. You may even get good feedback. But professional training asks for a different mastery: knowing how adults learn, how to design a learning journey, how to hold a room under pressure, and how to move people from understanding to application.

Then the room changes. A participant challenges you in front of twenty people. The energy dies after lunch and you don't know why. A client asks what business outcome your workshop will move. A group that nodded through everything applies none of it.

These are not delivery problems. They are design and facilitation problems, and they can be learned.

The goal isn't to make people listen.
The goal is to make people change.

Information must become application.	Audience members must become participants.	Delivery must support the learning journey.	Training must lead to meaningful action.

NOT JUST	BUT INSTEAD
Public speaking	**Learning design and facilitation**
A generic TTT certificate	**Practical professional capability**
More content	**Better learning decisions**
A motivational workshop	**Rigorous, hands-on development**
“Did they understand?”	**“What can they do now?”**



Your content may be excellent. Can your room understand it, practise it and apply it?

Six capabilities. One *complete trainer.*

Stop thinking like a presenter. Start thinking like a learning architect. Every capability below is built to be applied inside the two days, not filed away for later.

Foundation & Methodology

What separates great trainers from good speakers, and the adult learning principles that drive retention and application in a room of experienced professionals.

THINK LIKE A TRAINER

Training Design & Structure

Write objectives that are actually testable. Architect sessions that build momentum. Design activities that produce insight, and debrief them so the learning lands. Built on proven frameworks including Bloom's Taxonomy and the 4MAT model.

DESIGN THE EXPERIENCE

Facilitation & Engagement

Read the room and adapt without losing your objective. Turn passive listeners into participants. Handle questions, resistance and disruption with calm authority.

OWN THE ROOM

Delivery Excellence

Voice modulation, pacing, strategic pauses, body language and storytelling that carries a teaching point rather than decorating one.

DELIVER WITH IMPACT

Trainer Presence & Image

Credibility is established in the first ninety seconds, largely without words. Build the gravitas senior rooms expect.

BUILD YOUR PRESENCE

Live Practice & Feedback

Deliver your own training demonstration and receive targeted feedback from Sonia and your peers against clear professional criteria.

PROVE YOUR SKILL

Most programs teach you what to say. Very few teach you how to be believed.

Trainer presence and executive image is a **core module** here, not an afterthought. It is the difference between a trainer a room listens to politely and one a room takes seriously.

It is also ISIM's home ground. Sixteen years of building executive presence for corporate leaders sits behind this part of the program, and it is the element almost every other Train the Trainer leaves out entirely.

Learn it. Practise it. *Refine it.*

Two immersive days that follow the full arc of professional training: design, delivery, facilitation, application, impact.

Day One

FRIDAY 27 NOVEMBER

Think Like A Trainer.

Build the foundation. Understand the learner. Learn how to architect a training experience that works.

- The trainer mindset, and how adults actually learn
- Writing clear learning objectives and designing for outcomes
- Learning architecture: sequencing, session flow, openings and closings
- Designing purposeful activities, practice and debriefs
- Delivery foundations: voice, pacing, pauses, body language and storytelling
- Visual tools and trainer presence that build credibility

You leave Day One with a training segment you have designed yourself.

Day Two

SATURDAY 28 NOVEMBER

Train Like A Professional.

Put it into practice. Facilitate, deliver, demonstrate and receive targeted feedback.

- Reading the room and managing participant energy
- Facilitating discussion without losing direction
- Handling questions, resistance, disruption and difficult behaviour
- Choosing when to train, facilitate, coach, mentor or present
- Connecting learning outcomes to business impact and ROI conversations
- **The 10-Minute Trainer Lab: live delivery with expert and peer feedback**



You won't just learn about training. *You will train.*



Every participant delivers a focused 10-minute training segment to the room. You set up. You train. You take questions. Then you receive feedback.

There is nowhere to hide in ten minutes. Your objective. Your opening. Your structure. Your activity. Your debrief. Your voice. Your presence. Your close.

The feedback is specific, not polite. It names what worked, what didn't, and the one or two changes that will make the biggest difference to your next session. You convert it into a written personal development plan before you leave.

- Clarity of the learning objective, and whether the segment served it
- Structure, sequencing and use of time
- Participation created, not just attention held
- Facilitation judgement under pressure
- Presence, voice and credibility
- The quality of the debrief and the close

One live training demo can reveal more about trainer capability than months of self-assessment.

FROM THE ROOM



"The TTT Masterclass gave me the practical exposure that theory alone cannot provide. The detailed mentor feedback helped me understand my strengths, identify gaps, and become more confident as a trainer."

Khushboo Arora
CERTIFIED TRAINER



"The TTT program helped me identify my gaps and structure my business and training program more effectively."

Henny Shah
CERTIFIED TRAINER



"This has been one of the best investments I've made at ISIM, learning from the best."

Tanvvi Rathod
CERTIFIED TRAINER

For professionals whose expertise needs to *work in a room.*

Independent trainers and facilitators
Sharpen the methodology behind what you already sell.

Corporate L&D and HR
Build internal programs that create application, and defend them to the business.

Image consultants and soft-skills professionals
Add the craft layer that turns a good session into a program clients repeat.

Coaches
Take structured methodology into group settings.

Leaders and managers
Make the hours you spend developing your team count for more.

Subject-matter experts and aspiring trainers
Build the capability that knowledge alone doesn't give you.

"My content is good, but my sessions could be stronger."	**Turn expertise into learning impact.**
"I get good feedback but don't know what to improve."	**Get structured expert feedback.**
"I know my subject, but not how to train adults."	**Build the complete trainer toolkit.**
"I keep using the same formats."	**Design learning experiences, not presentations.**



What you leave with.

You don't leave with notes.

- A working understanding of how adults learn
- The ability to design your own training sessions
- Better facilitation and questioning skills
- Greater confidence handling room dynamics
- Stronger trainer presence and credibility
- More powerful delivery and storytelling
- Live experience delivering training
- Targeted expert feedback
- A personal development plan
- A clearer professional trainer identity
- **An official ISIM Certificate**



Sonia Dubey Dewan

AICI CIM — Founder & Head Faculty

Entrepreneur, educator, international keynote speaker, author and philanthropist. India's first Internationally Certified Image Master.

Dubbed a "Fairy Godmother of Transformation" by a leading news publication, Sonia has spent over sixteen years in training rooms across India and abroad, working with corporate leadership teams, financial services firms and professional service organisations.

The methodology in this program did not come from a textbook. It came from 700+ corporate training engagements, from rooms that went well and rooms that went wrong, from difficult participants, compressed timelines, sceptical audiences and clients who wanted to know exactly what they were paying for. She has built the training capability of 600+ image consultants and soft-skills trainers worldwide. This program is what she teaches them.

700+	600+	22K+	380K+
CORPORATE ENGAGEMENTS	TRAINERS TRAINED	TRAINING HOURS	PARTICIPANTS
500+	30+	16+	
ONE-TO-ONE CLIENTS	GLOBAL FORUMS	YEARS IN PRACTICE	

INDIA'S FIRST CERTIFIED IMAGE MASTER

Why this program is different

It covers the complete learning journey, not delivery alone. It teaches trainer presence and executive image as a core module, which almost no other Train the Trainer program does. It prioritises live practice and honest feedback over theory. And it prepares you for the moments when the room does not go according to plan.



"The TTT program with Sonia Ma'am was an enriching experience. Her meticulous approach and years of experience have given me valuable learnings that I will carry forward in my journey as a trainer."

ANKITA MATHUR

Invest in the trainer you're becoming.

This isn't about collecting another certificate. It's a skill you carry into every room, every client interaction and every training engagement from here.

₹48,000 inclusive of GST

WHAT'S INCLUDED

- Two full days of facilitated learning
- Complete training methodology and design frameworks
- The 10-Minute Trainer Lab
- Structured expert feedback from Sonia Dubey Dewan
- Peer learning
- Course materials
- Official ISIM Certificate
- Breakfast, lunch, high tea and refreshments on both days

Travel and accommodation are not included.

DATES	TIMING	VENUE	COHORT
Friday 27 & Saturday 28 November 2026	9.30 am to 5.30 pm both days	Andheri East, Mumbai	16 participants

The market has plenty of people who can present.
The premium is on trainers who can create learning.

Ready to change the way you train?

Register at ease.buzz/2601o6Uo1l
info@indianschoolofimage.com
www.indianschoolofimage.com
+91 74000 62923
Call for a counselling session

SCAN TO REGISTER

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