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# CREATIVE TRAINER PROGRAM

## SOHAIL ZINDANI

**A Modern Approach to Engaging, High-Impact Training**

date

**28 APRIL 2025**

time & location

**0900 - 1700 HOURS**
**MARRIOTT HOTEL, KARACHI**

# CREATIVE TRAINER PROGRAM

## OVERVIEW

The Creative Trainer Program is a dynamic, hands-on workshop designed to equip trainers, facilitators, and learning professionals with innovative instructional techniques that enhance learner engagement, retention, and application. This program shifts training from traditional lecture-based methods to interactive, participant-centered learning.

Using research-backed strategies in instructional design, cognitive science, and experiential learning, this program provides trainers with tools to design and deliver engaging, results-driven sessions. Participants will experience firsthand the power of involvement-driven learning, accelerated learning strategies, and performance-based outcomes.

## PROGRAM BENEFITS

By attending this program, participants will:

- Transform Training Approaches – Shift from content-focused to learner-centered training.
- Boost Engagement & Retention – Implement interactive techniques that maximize knowledge absorption.
- Design Interactive Sessions – Utilize brain-friendly principles to create high-impact learning experiences.
- Leverage AI in Training – Discover how AI-driven tools can enhance instructional design and delivery.
- Improve Facilitation Skills – Develop confidence in using storytelling, gamification, and experiential methods.
- Achieve Measurable Learning Outcomes – Align training with business goals through performance-based methodologies.

## WHO SHOULD ATTEND?

This program is ideal for:

- Trainers, Facilitators, and L&D Professionals looking to innovate their training methods.
- HR and Learning Managers responsible for designing and implementing corporate learning programs.
- Educators and Instructional Designers seeking new ways to engage learners.
- Subject Matter Experts (SMEs) transitioning into training roles.
- Corporate Leaders and Managers who conduct internal training sessions.

# A MODERN APPROACH TO ENGAGING, HIGH–IMPACT TRAINING

## PROGRAM OUTLINE

**The Science of Effective Training**
- Understanding how adults learn (Principles of Adult Learning)
- Structuring sessions for maximum engagement and knowledge retention
- How the brain processes and retains information (7 Concepts of Memory)
- Interactive Exercise: From Passive to Active Learning

**Techniques for Engaging Learning Experiences**
- Creating learner-driven rather than trainer-dominated sessions
- Designing interactive lectures that replace information overload
- Blended learning strategies
- Using storytelling, props, and gamification to enhance learning
- Hands-on Activity: Redesigning a Traditional Session into an Interactive Experience

**The Role of AI in Learning & Development**
- How Artificial Intelligence is transforming learning and training
- AI-powered instructional design tools for creating personalized learning paths
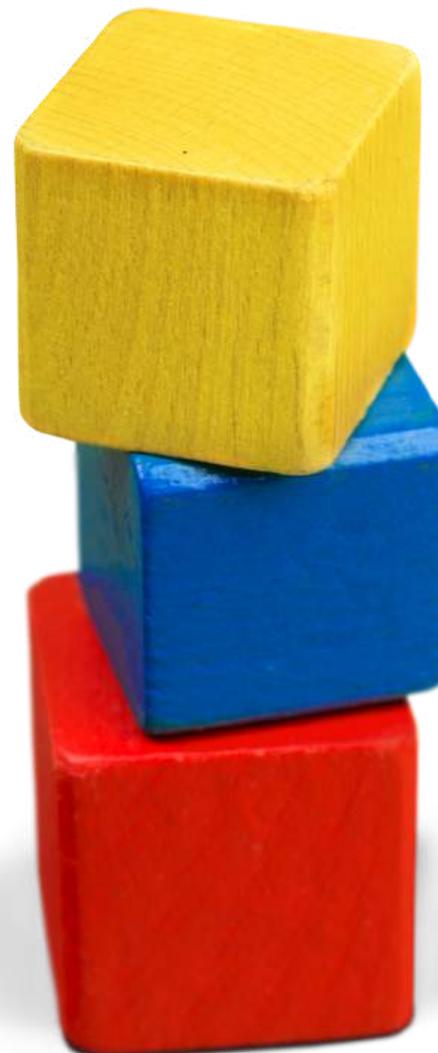- Hands-on Demo: Creating AI-Generated Training Materials in Minutes

**Designing Impactful Learning Experiences**
- E.A.T. model for structuring content
- Aligning learning objectives with business outcomes
- Practical Strategies: How to integrate CORE in your trainings
- Activity: Real-World Case Study Challenge – Transforming a Training Session

**Mastering Facilitation & Delivery Skills**
- Managing learner resistance and difficult participants
- Using the 90-20-10 rule for chunking content to boost retention
- Handling unexpected challenges during training
- Final Exercise: Micro-Training Challenge – Apply What You've Learned

The Creative Trainer Program is not just another train-the-trainer session. It is a transformational experience that redefines how learning is designed and delivered. By integrating proven strategies with modern AI-driven tools, trainers will gain the confidence and skills to create learning experiences that engage, inspire, and drive real results.

# CREATIVE TRAINER PROGRAM
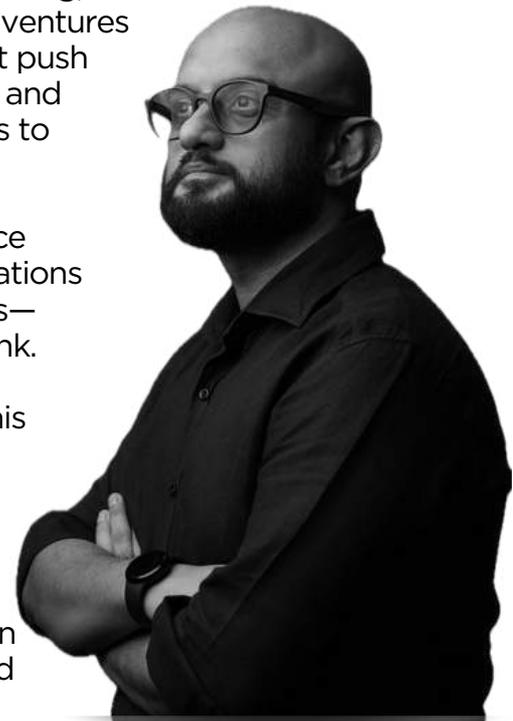
## YOUR PROGRAM FACILITATOR

Sohail Zindani is a relentless advocate for unlocking human potential and redefining how organizations and individuals approach growth, culture, and learning. With a vision rooted in possibility, he inspires leaders to create transformative environments where people thrive, innovate, and perform exceptionally.

As a thought leader in Innovation, Leadership, Culture, and Learning, Sohail's insights resonate across industries. His entrepreneurial ventures in technology, media, communication, and career development push the boundaries of what's possible. A dynamic keynote speaker and writer, he challenges the status quo, empowering organizations to embrace agility, purpose, and sustainable success.

Beyond the boardroom, Sohail champions happiness, workplace fulfillment, and personal growth, advising social sector organizations to drive meaningful change. His work isn't about dumping facts— it's about sparking "aha!" moments that transform how you think.

A published author and prolific content creator, Sohail shares his ideas through articles, talks, and videos on platforms like LinkedIn and YouTube. Whether engaging corporate leaders, educators, or young change-makers, he remains committed to making every interaction count.

Based in Karachi, Pakistan, Sohail can often be found ideating in airport lounges worldwide, continuing his mission to inspire and transform.

## REGISTRATION DETAILS

Program fee: **PKR 80,000/-** per participant
Nominate Group of **3** @ **PKR. 70,000/-** per participant
Nominate Group of **5** @ **PKR. 60,000/-** per participant

The program fee covers tuition, program manual, certificate of participation, exclusive training activities book, lunch, refreshment and networking.

Cancellations can be sent 7 days before the program, after which NO cancellations will be accepted.

**For more information contact**
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