
Learning and Development Strategy

4 – 8 April 2027
Cairo





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Ref: 1307_2551 **Date:** 4 – 8 April 2027 **Location:** Cairo **Fees:** 3100 GBP

Learning and Development Strategy is a one-week senior L&D course delivered by Mars Training Centre across our international training centres, from London and Madrid to Dubai, Kuala Lumpur, and Nairobi — designed for L&D directors, heads of learning, and senior HR leaders responsible for the capability development of the workforce.

Learning and development sits at the intersection of three pressures: a workforce that needs to reskill faster than ever, executive committees that want evidence that learning translates into performance, and a learning-technology market that has been remade by artificial intelligence, content marketplaces, and learning experience platforms. Senior L&D leaders are expected to design learning that is credible to the business, measurable in outcomes, and sustainable in cost.

Across five focused days, you will work through the strategy, design, delivery, and measurement of modern learning and development. The programme is delivered by senior practitioners who have built and run L&D functions through cycles of growth, consolidation, and digital change.

What You Will Learn

- Design an L&D strategy that aligns with corporate strategy and workforce planning.
- Diagnose the maturity of your current L&D function and identify the gaps.
- Apply established models of learning design, including 70-20-10 and adult learning principles.
- Build a learning architecture that integrates digital, in-person, and on-the-job learning.
- Evaluate the modern learning-technology stack against your needs and budget.
- Apply measurement frameworks, including Kirkpatrick and learning analytics, to L&D investment.
- Lead the conversation with the executive committee about learning as a strategic asset.
- Build leadership development pipelines linked to succession.
- Make a credible business case for L&D investment.

How You Will Benefit

You will leave with a defensible L&D strategy and a Mars Certificate of Completion.

Your organisation will gain a learning leader who can connect capability building to business outcomes, govern a credible learning budget, and shorten the time between strategic shift and workforce readiness.

Who This Programme Is For

This programme is designed for:



- L&D Directors and Heads of Learning
- Heads of Capability and Heads of Talent Development
- HR Directors with L&D in scope
- Senior Learning Designers and Learning Architects
- Leadership Development Managers
- Senior public-sector L&D executives
- Heads of Corporate Universities and Academies

The seniority floor is head of department and above. The programme is delivered in person over five consecutive days, and delegates receive a Mars Certificate of Completion.