

CENTERS CERTIFICATION

MANUAL



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This manual is effective for the years
2025 through 2028

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Introduction

We are pleased that you are interested in the International Board of Certified Trainers (IBCT) and our certification programs. The certification of trainers is a major milestone in our field. The profession has the need and obligation to ensure the training professionals meet minimum but high professional standards. To meet this need and obligation, the IBCT has established a credentialing system, which identifies and certifies only qualified trainers, training organizations, materials and training programs. This manual focuses specifically on training centers.

Professional training centers provide their trainees with:

- A safe, accessible and hygienic learning environment;
- Infrastructure that meets the needs of the market; professional training aids and equipment;
- Qualified trainers;
- An organizational structure that serves with a practical transfer philosophy; a professional (quality) management based on a M.I.S. and a PDCA management action plan.

The Board communicates those requirements and standards to the public on the website, in this manual and through the media. Candidate training centers may use the online self-check in IBCT's ESMS (Excellent Standard Management System) to prepare and/or start-up the accreditation process.

Benefits and Advantages

International distinction and recognition via

- ✓ Right to use the IBCT hallmark for certified centers
- ✓ An Official Certificate
- ✓ Promoting certified centers on our global websites
- ✓ International accreditation & recognition

The broad quality checks and certification process is a guarantee to

- ✓ Attract more international trainees and/or clients.
- ✓ Maintain and increase the quality of the services offered.
- ✓ Focus on fact-finding & learning
- ✓ Provide the top-management with honest and objective feedback
- ✓ Secure a good level of involvement of the staff, management, and trainers.

About IBCT

We are a not-for-profit foundation. As the first certification body in the field of corporate training and workplace learning industry, we offer certification that focuses on sustainable human resource development.

The International Board of Certified Trainers (IBCT) was originally founded in 1988 as a professional association in the United States. Currently, our headquarters are in the Netherlands, and we are acting under Dutch and European law. IBCT is aiming at continuously improving the profession of training and talent development and its public perception. We achieve that by developing and disseminating professional HRD standards, conducting the world's best train-the-trainer programs and offering state-of-industry certification services. We have regional headquarters and train-the-trainer partners spread all over the world.

Mission

We develop and apply the state-of-the-art standards for certifying trainers, training centers and training packages; and we strictly apply them. We provide our clients with distinguishable certification services at the highest quality in the market. Our Services are globally perceived as an opportunity to learn and grow and as an international acknowledgment.

Vision

Our certification standards are the most trusted ones across the globe and our quality hallmarks are to become a global beacon and leading the industry.

Our Belief

Trainers should not be allowed to train until they get prepared for practice.

Standards

Our international standards are based on well-documented, widely accepted, and highly cited research studies and proven principles of adult learning.

Certification Services

Besides the professional certification of training facilities, centers and companies, the IBCT performs the certification of:

- Trainers and talent development professionals.
- Training materials, packages and programs.

In this manual, you will learn more about the process, standards, and the way to apply for IBCT certification for training centers.

Code of Ethics & Standards of Professional Conduct

The Code of Ethics & Standards of Professional Conduct shows commitment by its members (individual trainers and/or certified training companies) the obligation of self-discipline above and beyond the requirements of the law. Thus, it notifies the public that members will maintain a high level of ethics and professional service. This proclaims that in return for the faith that the public places in them, the members accept the obligation to conduct their profession in a way that is beneficial to society.

IBCT enforces the Code of Ethics & Standards of Professional Conduct by receiving and investigating any and all complaints of violations and by taking disciplinary action including revocation of certification against any member who is personally found guilty of Code violation. Also, action can be taken against a professional employee or Officer of a Training Consulting organization found to support willfully a practice of Code violation.

It's IBCT's desire, out of respect and confidence of the profession and that of society as a whole that IBCT members maintain the highest possible ethical conduct. The loss of that respect and confidence is the ultimate sanction. IBCT members who don't comply with the Code of Ethics & Standards of Professional Conduct will be removed from the directory of Certified Trainers after an investigation has confirmed a violation of the code.

The reliance of members of private and public institutions of the advice of their training professionals imposes an obligation to maintain high standards and competence. In recognition of the public interest and IBCT's obligation to the training profession, all IBCT members must agree to comply with the following nine articles of professional responsibility.

I. The Code of Ethics

Members and IBCT certified trainers must:

- Act with integrity, competence, diligence, respect, and in an ethical manner with the public, clients, prospective clients, trainees, clients' employees, colleagues in the profession, and other participants in the global HRD markets.
- Place the integrity of the profession and the interests of clients above their own personal interests.
- Use reasonable care and exercise independent professional judgment when conducting training evaluation, providing recommendations, taking HRD actions, and engaging in other professional activities.
- Practice and encourage others to practice in a professional and ethical manner that will reflect credit on themselves and the profession.
- Promote the integrity of IBCT and uphold the IBCT rules governing IBCT Train-the-Trainer programs.
- Maintain and improve their professional competence and strive to maintain and improve the competence of their clients according to IBCT standards.

Standards of Professional Conduct

Qualifying trainers. As the main believe of the Board is that trainers should be prepared and get qualified based on international standards, we discourage IBCT certified trainers to conduct or participate as trainers in TTT/TOT programs except the ones that certified and supervised by IBCT.

Professional Attitude. The reliance of managers of private and public institutions onto the advice of trainers imposes an obligation to maintain high standards of integrity and competence. In recognition of the public interest and their obligation to the profession, members & trainers must:

- Exercise independence in thought and action.
- Hold the affairs of their clients in strict confidence.
- Continuously strive to improve their professional skills.
- Advance professional standards of training.
- Treat similarly situated people similarly, while taking account of human, cultural, and other differences.
- Uphold the honor and dignity of the profession.
- Maintain the IBCT standards of personal conduct.
- Promote fair, safe and sustainable learning environment.
- Strive to achieve the balance between interest as a trainer and that of the client.

Independence and Objectivity. Members and trainers must maintain independence and objectivity in their professional activities. They must not offer, solicit, or accept any gift, benefit, compensation, or consideration that reasonably could be expected to compromise their own or another's independence and objectivity.

Misinterpretation. Members and trainers must not knowingly make any misrepresentations relating to training & HRD, recommendations, actions, or other professional activities.

Misconduct. Members and trainers must not engage in any professional conduct involving dishonesty, fraud, or deceit or commit any act that reflects adversely on their professional reputation, integrity, or competence.

II. Conflicts of Interest

Disclosure of Conflicts. Members and trainers must make full and fair disclosure of all matters that could reasonably be expected to impair their independence and objectivity or interfere with respective duties to their clients, prospective clients, and trainees. They must ensure that such disclosures are prominent, are delivered in plain language, and communicate the relevant information effectively.

Referral Fees. Members and trainers must disclose to IBCT and their clients, and prospective clients, as appropriate, any compensation, consideration, or benefit received from, or paid to, others for the recommendation of IBCT services.

III. Responsibilities as an IBCT Trainer

Conduct as a trainer in any training program. IBCT Certified trainers must not engage in any conduct that compromises the reputation, integrity, validity, or security of the IBCT examinations.

Reference to IBCT foundation, the IBCT designation, and the IBCT Training Programs. When referring to IBCT, IBCT membership, the IBCT designation, or candidacy in any IBCT Programs, members and trainers must not misrepresent or exaggerate the meaning or implications of membership in IBCT foundation, holding the IBCT designation, or candidacy in the IBCT Program. They must show ultimate respect to all IBCT- related issues as well.

Source: www.ibct-global.com www.ibct-mena.com

Certification of Training Centers: The What and Why

IBCT certification and its hallmark help to ensure that training organizations that offer professional training have demonstrated they possess the needed:

- ✓ Institutional Infrastructure & Training Environment
- ✓ Organizational Effectiveness & Governance
- ✓ Trainers with Professional Performance
- ✓ Training Design, Delivery & Evaluation
- ✓ Information Management, Marketing & Technology
- ✓ Training Outcomes & Impact

to be successful in training and that they can do what they claim they can do.

Each certifying organization must ensure that the certification requirements not only apply to the profession but also the standards are not easily met. The standards for training centers must illustrate an extra high level of knowledge and skills. IBCT has the most stringent certification standards in the training and talent development profession. They are grafted in internationally validated and scientific research infused with the key success elements for the future. Showing an outlook on critical performance indicators of tomorrow, today.

Certification can lead to better visibility, opportunities, and more clients. Credentials are important in today's increasingly complex and highly competitive and globalizing economy. Your training center may deliver the intended learning outcomes of training, but how do you convince potential clients that it does? For many professionals training organizations, certification is often the answer.

In short, certification of a training center helps to:

- ✓ Provide the top-management with honest and objective feedback
- ✓ Focus on fact-finding & learning
- ✓ Maintain and increase the quality of the services offered.
- ✓ Secure a good level of involvement of the staff, management, and trainers.
- ✓ Attract more international trainees and/or clients

Main Certification Criteria

The IBCT standards for centers are organized into six core criteria, each with a specific weighting:

Institutional Infrastructure & Training Environment (10%)

Focuses on the physical and digital environment, resources, and their management to support effective training delivery.

Why is this important? The functionality, suitability, and condition of the physical environment directly impact the effectiveness of training delivery, trainee engagement, comfort, and safety.

Organizational Effectiveness & Governance (10%)

Focuses on the center's leadership, structure, policies, and processes that ensure quality training operations, accountability, and strategic direction. Why is this important? Strategic clarity ensures the center's training efforts are purposeful, contribute to larger goals, and guide effective decision-making.

Trainer Qualification & Performance (20%)

Focuses on the expertise, skills, ongoing development, and evaluation of the trainers, who are central to the training experience. Qualified and IBCT certified trainers ensure accurate content delivery, effective use of instructional techniques, professional conduct, and adherence to quality standards.

Training Design, Delivery & Evaluation (30%)

Focuses on the entire training cycle, from identifying needs to designing, developing, delivering, evaluating programs, and ensuring continuous improvement and transfer of skills. TNA ensures training is relevant, targeted, and designed to address specific performance gaps or development goals, maximizing effectiveness and resource allocation.

Information Management, Marketing & Technology (10%)

Focuses on how the center manages information, presents itself to stakeholders, utilizes technology for operational efficiency and quality monitoring, and ensures data security. Effective marketing builds awareness and credibility, attracts appropriate participants, manages reputation, and clearly communicates the center's offerings and commitment to quality.

Training Outcomes & Impact (20%)

Focuses on the demonstrable results of the training, including achievement of objectives, application of skills, broader organizational or societal impact, and long-term effects. Assessing objective achievement (Kirkpatrick Level 2: Learning) provides direct evidence of training effectiveness in imparting the intended knowledge and skills.

Full version of the IBCT certification standards.

If you are interested in receiving the full version of the IBCT Certification Standards, please feel free to contact us. You can reach us at info@ibct-global.com or info@ibct-mena.com. We will be happy to provide you with further assistance and access to the full version of our certification standards.

Grading and Classification

Star Rating Thresholds (based on Overall Weighted Score %) are:

- 5 Stars: $\geq 90\%$
- 4 Stars: $\geq 85\%$ and $< 90\%$
- 3 Stars: $\geq 70\%$ and $< 85\%$
- 2 Stars: $\geq 50\%$ and $< 70\%$
- 1 Star: $\geq 40\%$ and $< 50\%$
- 0 Stars: $< 40\%$ **OR** any essential criterion not met.

Number of stars: How and Why

The star rating system is a concise and intuitive communication tool to summarize complex evaluations into a format that stakeholders can quickly understand and act upon. It combines objectivity (through weighted scores in the standard management system) with transparency (by aligning ratings to clearly defined criteria and thresholds). It enables benchmarking, encourages continuous improvement, and motivates institutions to achieve excellence.

Why the Star Rating Thresholds Are Structured This Way

The thresholds are set to:

- Encourage high performance (5 stars reserved for outstanding institutions scoring 90% or above).
- Provide meaningful differentiation between levels of quality.
- Avoid false equivalence by ensuring that each jump in stars requires a tangible improvement in quality.
- Ensure minimum standards: A 0-star rating applies not just to low scores but also to failure in meeting any *essential criterion*, ensuring non-negotiable baseline requirements for safety, ethics, and educational integrity are met.

This structure aligns with international quality assurance practices, where the highest ratings are reserved for institutions that consistently exceed expectations across all areas and demonstrate impact.

Looking for in-house support: Ask for Peer-reviewing

Training centers may request for a peer-review visit in preparation for the audit. After the peer-reviewing visit, the center receives a report that outlines the conformities and nonconformities with the certification criteria. By dealing with all nonconformities, the center should be more confident to receive the international audit visit. The investment of a peer reviewer is \$500 per day, excluding travel and hotel expenses. Please ask if peer reviewing is available in your region.

Conduct and Ethical Issues

Auditors, trainers, partners or peer reviewers must maintain independence and objectivity in their professional activities. They must not offer, solicit, or accept any gift, benefit or compensation before, during or after a period of 12 months of a certification audit or training without informing the Headquarters.

Post Certification Monitoring (optional)

IBCT monitors, on request, the quality beyond the audit by assessing the customer satisfaction on a periodic basis after certification via our online MyEvaluation™ system. This system provides the management of the training company/center with valuable quantitative and qualitative customer feedback loop every quarter, and more frequently if needed.

The Audit Process at a Glance

After the organization has submitted a request for a certification audit for train-the-trainer programs, IBCT starts the audit process.

The info graphic at the next page provides an overview of the process.

Training Company Certification

Overview at a Glance^{by IBCT}



1. Download and Read

Download and read the IBCT Certification Standards for Training Companies via IBCT websites. It's available in multiple languages.



2. Official Request

Send a signed and stamped letter on official letterhead with a request for certification.



3. IBCT Proposal

IBCT will send a proposal for a certification audit with nominated auditors for your approval.



6. Site Visit

- Meet and greet.
- Presentation to the staff.
- Incorporation of two internal auditors in the team.
- Meeting, walk around the premises, lunch, meeting.
- Interview with the director.
- Closed audit meeting.
- Preliminary conclusion.
- Oral feedback to management.



5. Self assessment

The training center sends a self-assessment of the center, on the IBCT template. For recertification the center submits a copy of the last audit report and an overview of the progress between the last (re)certification and the current certification request. Auditors read it and prepare for the site visit.



4. Scheduling

After the payment is received, the Board will officially appoint the (lead) auditor(s) and let them sign a non disclosure agreement.



7. Final Report and Conclusions

Within 4-6 weeks, IBCT will:

- Send the formal Audit Report.
- Issue the IBCT Certificate.
- Publish center's details on IBCT Directory for Certified Centers.



8. Advice, follow-up, checks

"Keep the Saw Sharp": Later, the certified center may request advice from IBCT. The training center allows IBCT to conduct follow-up unannounced visits by mystery guests.



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The Verdict: Four Cases

The certification audit is concluded by one of the following four cases:

1. Certified

The center is certified. After 3 years, a recertification audit is required.

2. Certified with Remarks

The center is certified with remarks. Remarks that provided within the verdict statement need to be considered within the given time frame, otherwise the certification will be suspended. After 3 years, a recertification audit is required.

3. Conditionally Certified

The center will be certified after fulfilling certain conditions. The conditions/remarks that will be given by the Board's verdict *must* be considered within a given time frame, otherwise the center will not get certified. If the center fulfilled the conditions after the given time frame, a second visit is needed. After 3 years, a recertification audit is required.

4. Not Certified

The center is not certified. The verdict will include the further steps that the center should take to seek certification.

IBCT Certification Fees

IBCT certification audit training centers programs

€5.118

(Fee per December 31st, 2025 will be € 5,373))

Optional: MyEvaluation annual fee, per trainee/participant

€0.61

Fees include:

- ✓ Compilation of the audit team
- ✓ Preparations
- ✓ Site visit
- ✓ Travel days
- ✓ Audit report
- ✓ Hallmark
- ✓ Certificate 'Certified Training Center.'
- ✓ Uploading the companies' profile on the website
- ✓ Congratulations advertisement in social media
- ✓ MyEvaluation™ survey link (optional)
- ✓ Quarterly customer satisfaction reports (optional)

Fees do not include travel and hotel expenses for the audit team, which are paid by the organization requesting certification. An estimate of audit team expenses will be determined once a request for certification is submitted.

Summary

In an industry that is saturated with countless training companies and trainers, talent development professionals need to identify those training providers that can really perform professional training programs. Only the best in the industry can meet the highest quality standards and qualify their training center as “IBCT Certified Training Center”.

Organizing and executing training programs is extreme demanding and brings extra responsibilities. By achieving IBCT certification, the training organization has demonstrated they provide only the highest quality service and stand in the industry. By displaying the IBCT hallmark, training companies stand out from the rest.

Trainee, trainers and organizations can feel confident that they have chosen a competent partner in training by selecting an IBCT Certified Training Center that is guiding them for the professional journey ahead.

Contacting IBCT

If you want to apply or have questions about IBCT and/or the certification process, please send a detailed email to:

info@ibct-global.com

info@ibct-mena.com

<https://www.ibct-global.com/contact-us/>

<https://ibct-mena.com/contact-us/>