CRAM

CRAM Trainer Platform

User Guide

Your complete guide to the platform: content, videos, gamification, reports, the 30-tool Trainer Studio, and subscription plans.





Dr. Mohamed Sorour
Consultant & Expert Trainer • Founder of CRAM Consulting

From Institutional Rushd to Institutional Flourishing

Welcome to CRAM Trainer

An integrated platform for the Trainer Professional License preparation program, aligned with ETEC standards — everything trainees and trainers need, in one link.

39	506	37	30+
practical tools	scenario questions	training videos	trainer tools

Inside this guide



Quick start

Steps and the platform interface



Content & days

Chapters, deck, tools and project



Video library

7 categories linked to days



Gamification & reports

Points, ranks, badges, advanced report



Trainer Studio

30+ tools in 4 phases with examples



Subscription plans

Pricing, comparison and process

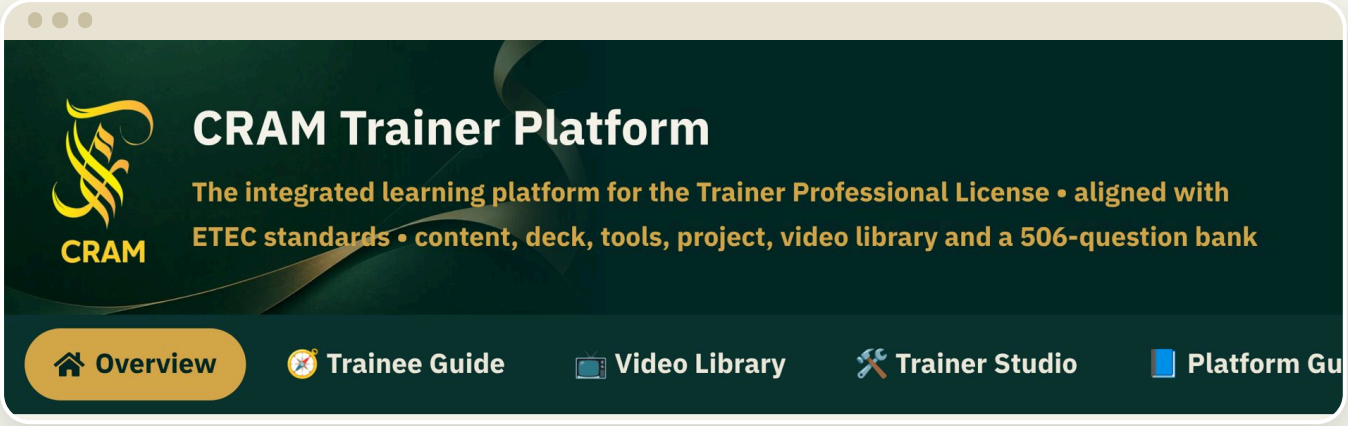
✨ **No sign-up, no apps:** open the link on mobile or desktop — your progress is saved automatically on your device.

Get started in 5 steps

Your journey on the platform is simple and sequential.

1. Open the platform link and enter your full name in “My Progress & Reports”
2. Watch the “Start Here” videos in the video library
3. Each day: content → practical tools → questions
4. Submit project milestones on the Padlet wall and earn points
5. Export your advanced report and get your certificate

The top bar: every section in one click



Main interface: platform name, tab bar, the five days, content, deck, project, standards and question bank

The overview

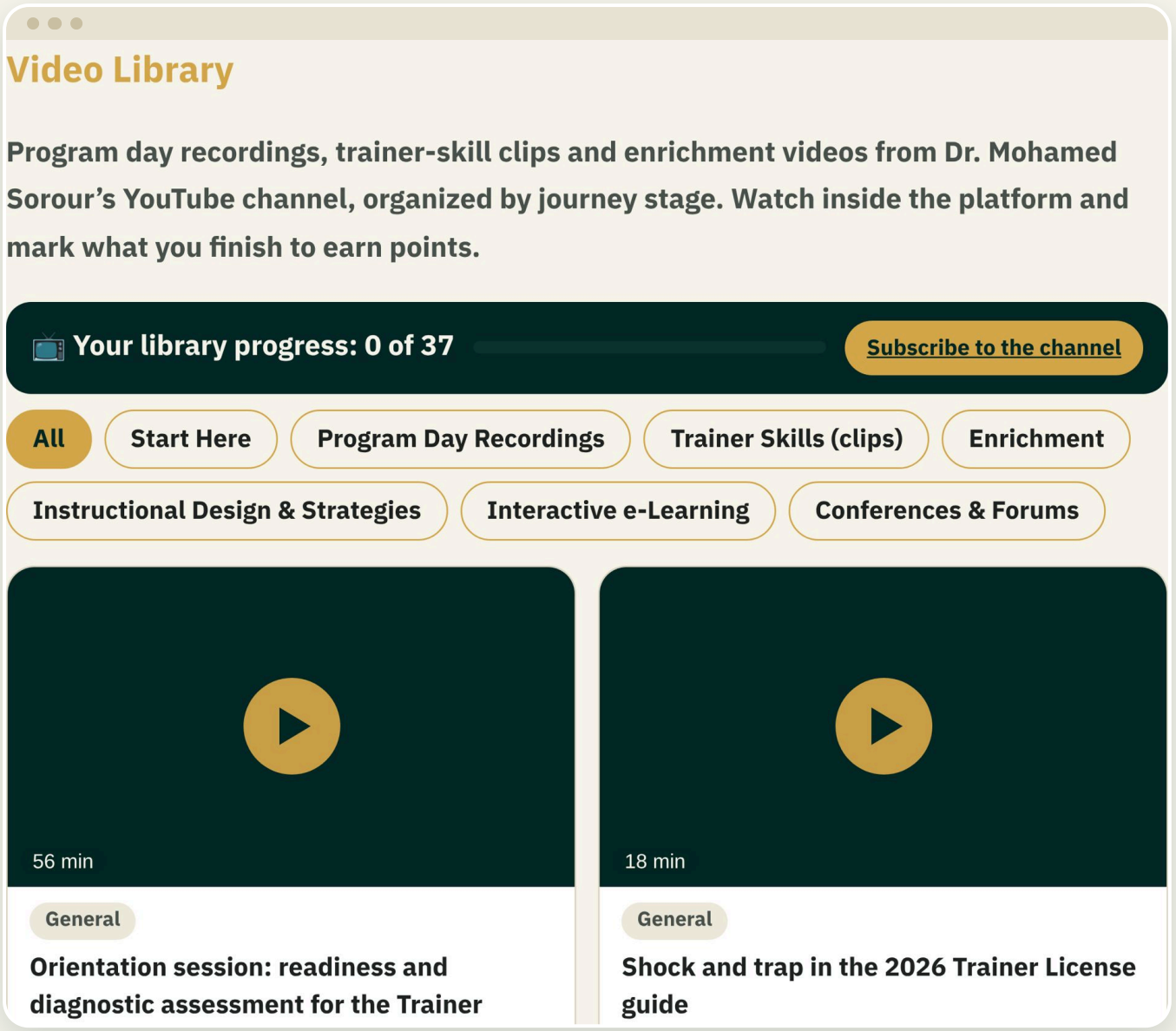
An introduction board: key numbers, the cycle of every session, and the role of each digital platform.



Session cycle: Understand → Try → Check → Save → Build

Video library

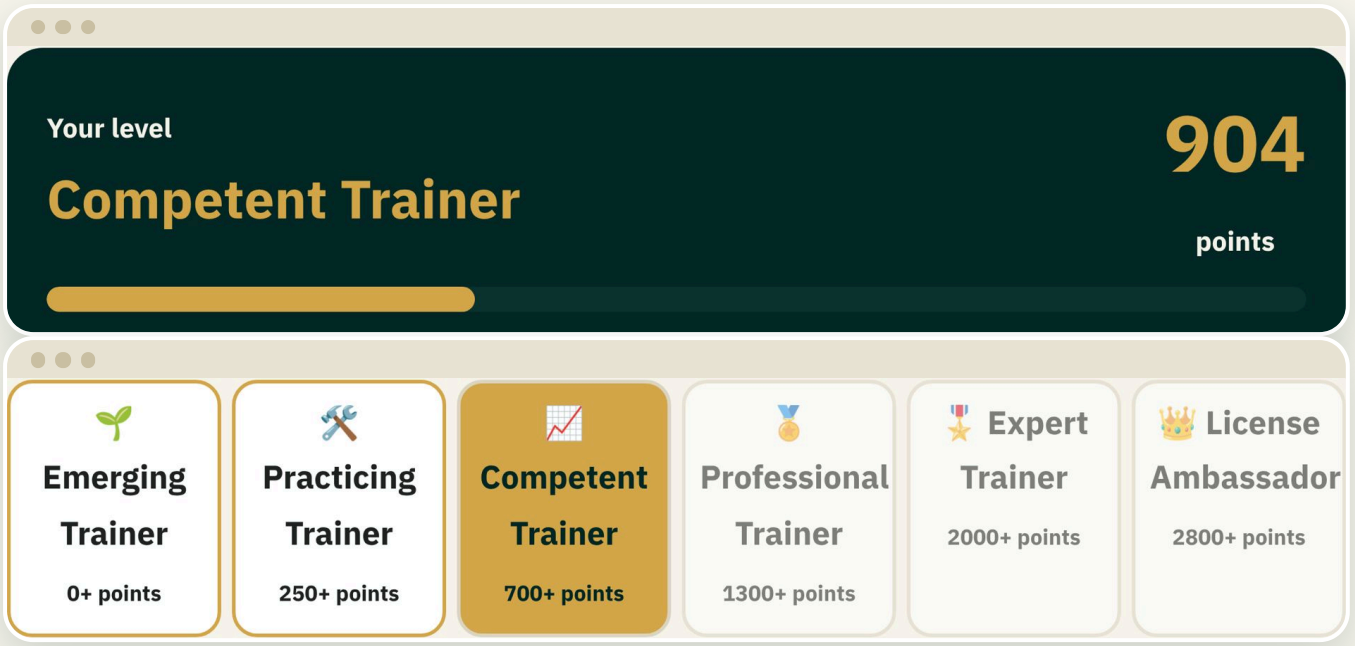
37 videos from Dr. Mohamed Sorour’s channel, played inside the platform — every view earns 10 points.



Start Here | Day Recordings | Trainer Skills | Enrichment | Instructional Design & Strategies | Interactive e-Learning | Conferences & Forums

Gamification: points & ranks

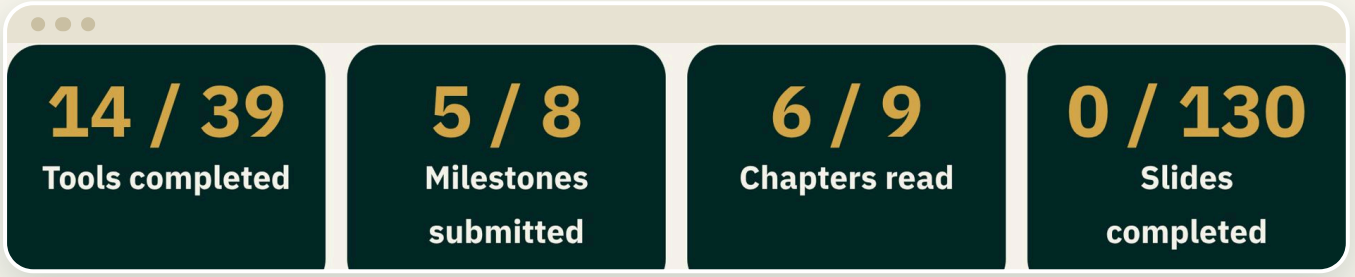
Every achievement earns points that move you up a 6-rank ladder to “License Ambassador”.



Your level card and the rank ladder

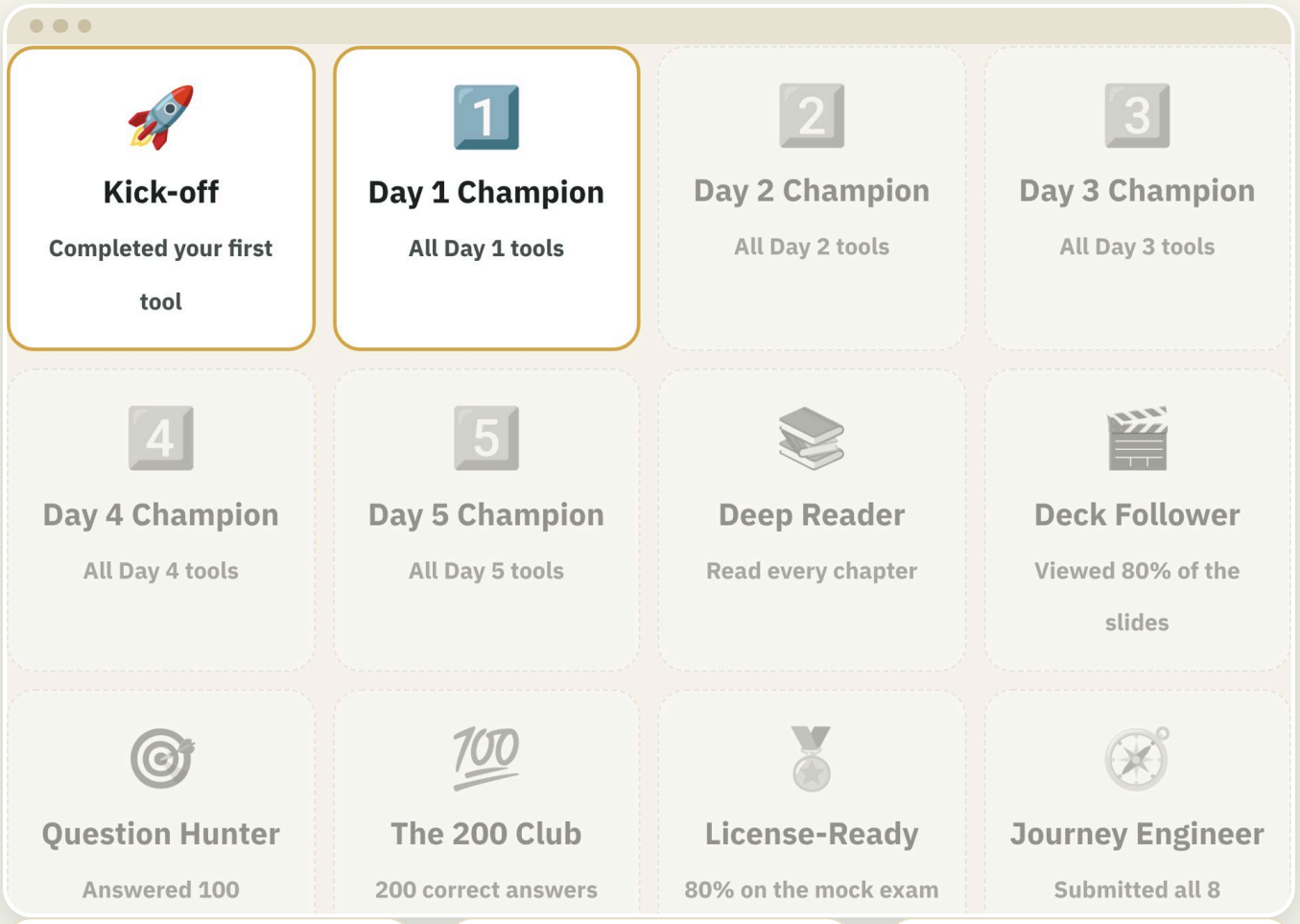
Points table

10 Watch a video	**20** Practical tool	**30** Project milestone	**15** Read a chapter
2 Correct answer	**20** Development plan	**20** Satisfaction survey	**10** Per 80%+ quiz pack



Badges & achievements

13 badges awarded automatically for standout achievements and shown in your report.



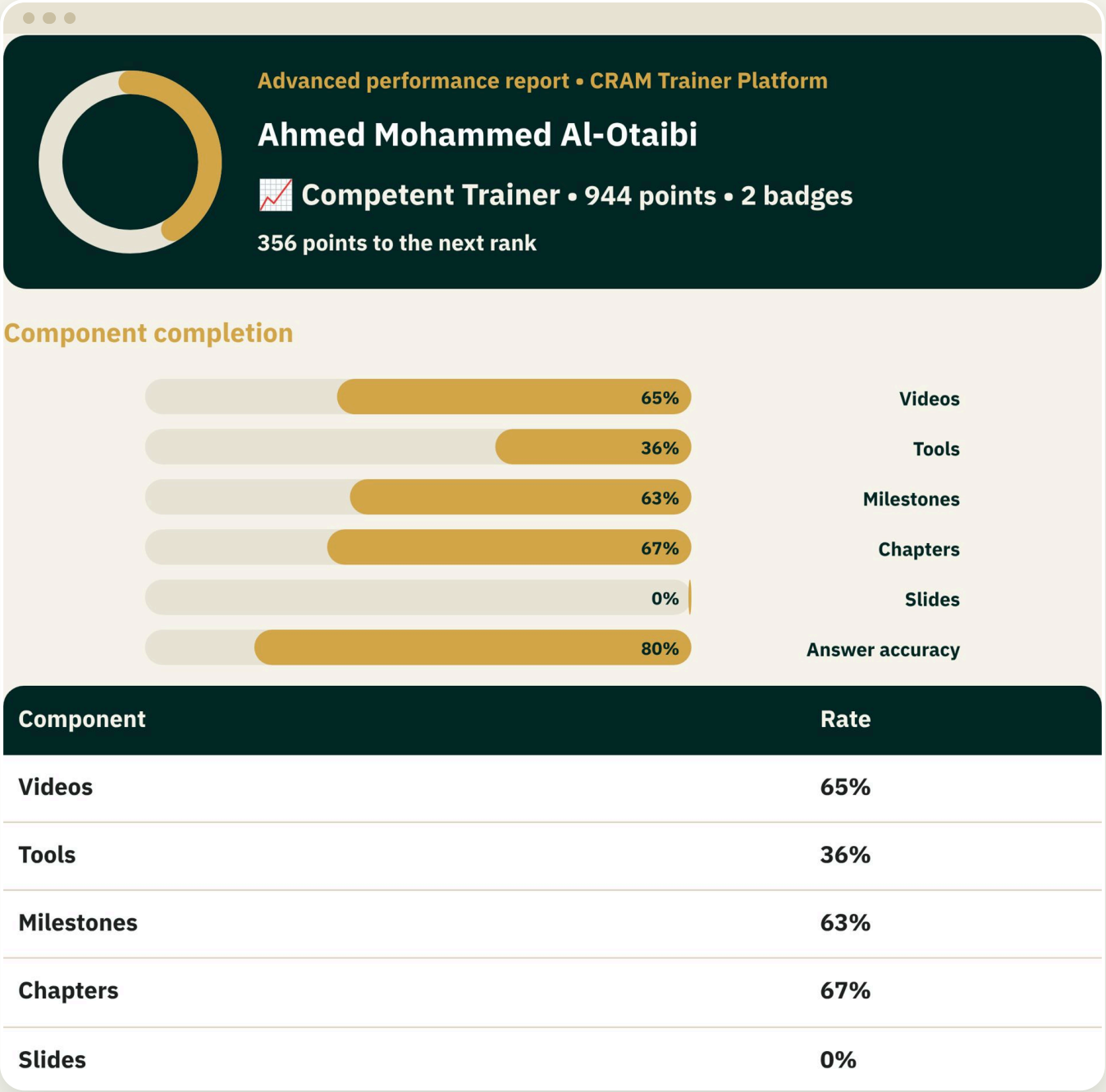
Kick-off
First tool

Deep Reader
All chapters

License-Ready
80% on the mock exam

Advanced report

A personal infographic report: progress ring, component completion, points curve, timeline and badges.



Component	Rate
Videos	65%
Tools	36%
Milestones	63%
Chapters	67%
Slides	0%

PDF | PNG image | PowerPoint | Word | Excel

Export in five formats and share on the Padlet wall in one click

Your plan & certificate

Close the journey with an individual development plan and course feedback, then an instant completion certificate.

🎯 My individual development plan

Goal 1

Apply ADDIE in designing my next kit

Goal 2

Measure impact with Kirkpatrick

Goal 3

Pass the professional license exam

Review date

12/15/2026

💾 Save plan (+20 points)

⭐ My course satisfaction

Clarity of content	★ ★ ★ ★ ★
Usefulness of practical tools	★ ★ ★ ★ ★
Trainer performance	★ ★ ★ ★ ★
Engagement and activities	★ ★ ★ ★ ★
Platform and digital materials	★ ★ ★ ★ ★

Note

💾 Submit rating (+20 points)

Completion certificate

CRAM Trainer Platform

Certificate of Completion

The platform certifies that

Ahmed Mohammed Al-Otaibi

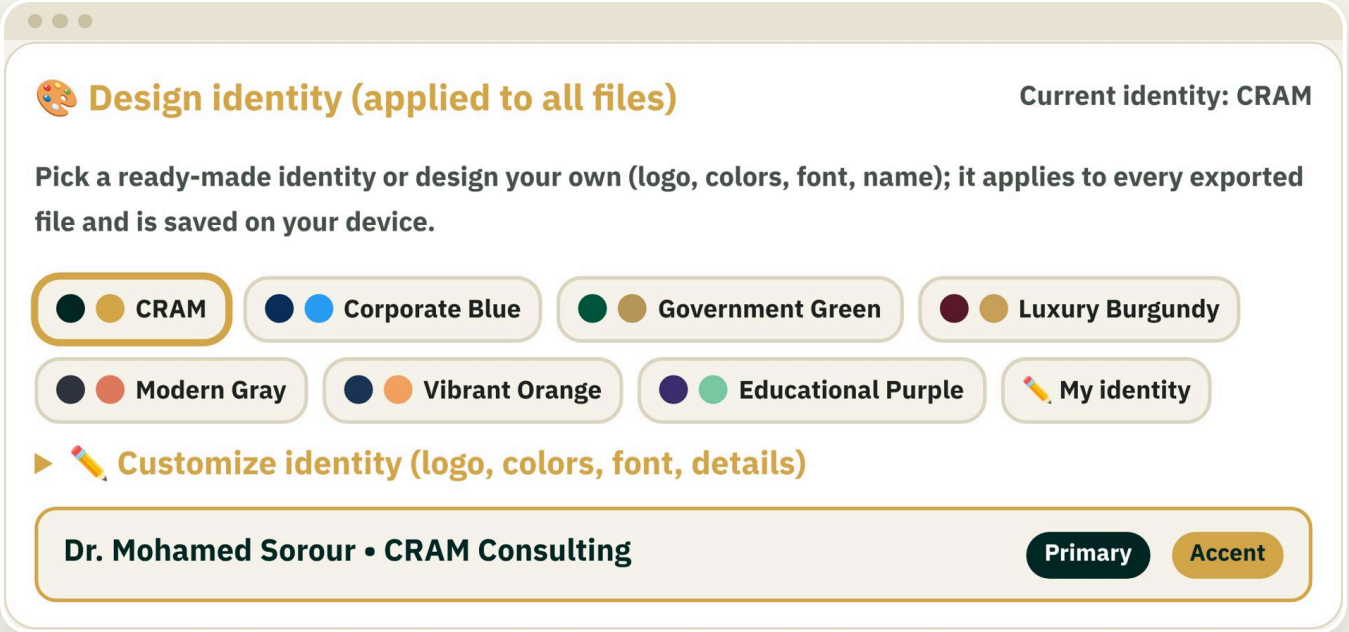
Unlocks at “Professional Trainer” or after all 8 milestones • PDF or image

The Trainer Studio

A professional space to design a complete training kit: choose a tool, enter your program details, and get an instant methodology-based draft (Bloom, ABCD, ADDIE, Gagné, Kirkpatrick) ready to export.

① Identity & Brand	② Before the course	③ During delivery	④ After the course
6 tools	12 tools	6 tools	5 tools

Design identity: your brand on every file



CRAM identity, 6 ready-made themes, or your own logo, colors and font

🎯 **Who is it for?** Trainers, program designers and training centers who want a professional kit in less time with documented quality.

Studio tool map (1/2)

30+ tools arranged in the logical sequence of kit design.

① Identity & Personal Brand

Trainer personal brand designer
Message, unique value, audience, tone of voice and pillars

LinkedIn profile builder
Headline, About, experience, skills and recommendations

Social media profile builder
Bio and plan per platform: Instagram, TikTok, YouTube, X, Facebook

Content planner & scheduler
Daily, weekly and monthly post plan with platform and timing

Post & image designer
Post copy, visual design, hashtags and call to action

Reels & Shorts designer
30–60 sec script: hook, scenes, text and caption

② Before the course: analysis & design

Needs analysis designer
Survey, interview and observation checklist to define the gap

Training kit components explainer
Learn the 10 components of a professional kit and get your program's component card and quality checklist

Brochure designer
Program brochure: value, audience, modules, outcomes and registration

Course outline designer
Description, objectives, modules, duration, training and assessment methods

Objectives, modules & outcomes designer
Overall goal, ABCD outcomes at Bloom levels, and linked modules

Agenda & schedule designer
A precise timetable with sessions, breaks and activities

Strategy-based content engineering
Turn each module into a strategy matched to the outcome level

PowerPoint deck designer
Slide-by-slide outline with trainer notes

Trainee booklet designer
Booklet index, worksheets and practice spaces

Studio tool map (2/2)

From live engagement tools to impact measurement and outreach after the course.

📘
Trainer guide designer
Session-by-session plan: timing, instructions, questions and alternatives

📝
Assessment designer
Pre, post and formative: scenario questions and observation checklists

⚖️
Training kit review tool
A review form with criteria, weights and scores, an approval decision and improvement recommendations

③ During delivery: engagement & practice

⚡
Live engagement tools
Engagement apps per session: Padlet, Wayground, Mentimeter and Wordwall

🎲
Activities & training games designer
An activity or game with objective, materials, steps and debrief

📂
Case study designer
A realistic case with analysis questions linked to objectives

🏆
Gamification designer
Points, badges, levels and challenges for the program

🎬
Training video designer
Scene script: what is said, what is shown, and duration

🖼️
Infographic designer
Turn a module into an infographic: title, sections and icons

④ After the course: impact, enablement & outreach

📈
Learning impact report generator
Upload pre/post (Excel/Word/PDF), the Padlet wall and activities to generate a full impact report

🚀
Enablement & follow-up plan designer
30/60/90-day application plan, field tasks and follow-up indicators

🧭
Coaching sessions designer
Post-program coaching with the GROW model and powerful questions

📰
Media report & publishing designer
Course news, closing posts, photos and participant testimonials

🔥
Audience & participant motivator
Challenges, contests and motivational messages for application and engagement

Enter your program details

One form feeds every tool: topic, audience, level, delivery mode, program type, duration and modules.



Delivery mode

In-person • Online • Blended

Program type

Short course • In-house • Diploma • Fellowship

Slide/page count

Set by the trainer before export

Formats

PowerPoint • Word • Excel • PDF • HTML

🤖 **Pro prompt:** every tool also generates a ready prompt to paste into Claude or ChatGPT for an expanded version.

Example: kit components

The 10 components of a professional kit, your program's component card, and adaptation by type and mode.

What is a training kit?

An integrated set of materials, guides and tools that enables the trainer to achieve defined learning outcomes, the trainee to learn and apply, and the organization to measure impact. It is usually built on the ADDIE model: Analysis → Design → Development → Implementation → Evaluation.

The 10 components of a professional kit

#	Component	Purpose	What it contains
1	Program card	Introduces the program before contracting and registration	Title, audience, duration, overall goal, modules, mode, trainer, expected outcomes
2	Needs analysis	Proves the program addresses a real gap	Organization, task and individual levels, tools, gap, success indicator
3	Objectives & outcomes	Defines what the trainee will be able to do	Overall goal + ABCD outcomes with measurable Bloom verbs
4	Modules & timetable	Organizes content and time	Modules, sessions, timing, breaks, activities per session
5	Trainer guide	Lets any trainer deliver with the same quality	Session plans, instructions, questions, model answers, backup options
6	Trainee booklet	The trainee's reference during and after the program	Summaries, worksheets, practice and reflection spaces, references
7	Presentation deck	Supports explanation visually	Branded slides, one idea per slide, trainer notes

Example: kit review tool

A review form with 10 weighted criteria, a scoring scale, an approval decision and reviewer recommendations.

Training kit review form: Professional Presentation Skills

Data	Value
Program	Professional Presentation Skills
Audience	Trainers and specialists
Type & mode	Short course • fully in-person
Reviewer	.....
Date	.....

#	Criterion	Quality indicator	Weight	Score (1–4)	Weighted score	Notes
1	Needs analysis	A documented needs analysis linking the program to a real performance gap	10%			
2	Objectives	Measurable ABCD behavioral objectives at Bloom levels suited to trainers and specialists	15%			
3	Scientific content	Accuracy, currency, cited sources and logical sequence	15%			
4	Strategies & activities	Variety, active learning, and fit with fully in-person delivery	15%			

Example: agenda & PowerPoint

A precise timetable using the 90/20/8 rule, and a slide outline exported as a real PowerPoint file.

Program adaptation: short course • fully in-person

Item	Proposed design
Structure	2 intensive day(s)
Application	In-session exercises + one post-course task
Evaluation	Pre and post + closing activity
Certification	Attendance/completion certificate
Delivery	Room in group layout, movement activities
Engagement	Cards, boards, role play + mobile digital tools
Materials	Printed kit + classroom tools

Timetable (2 days × 5 hours)

Day	Time	Module / segment	Strategy / activity
Day 1	09:00–09:25	Opening, review and hook	Icebreaker / scenario question
Day 1	09:25–10:40	Audience analysis	Role play / guided exercise
Day 1	10:40–11:10	Break	
Day 1	11:10–12:25	Message building	Role play / guided exercise
Day 1	12:25–13:40	Body language	Case study + fishbone
Day 1	13:40–14:00	Formative check and day harvest	Exit card + short quiz

Example: PowerPoint deck

A slide-by-slide outline with trainer notes, exported as a real PowerPoint file in your brand with the number of slides you choose.

Slide outline

#	Slide	Content / visual
1	Cover: Professional Presentation Skills	Program, organization and trainer names
2	Hook	A question, story or striking statistic
3	Objectives	3 measurable outcomes
4	Program map	Modules shown visually
5	Audience analysis – concept	One idea + an image/model
6	Audience analysis – practice	An activity or example
7	Audience analysis – scenario question	Formative check
8	Message building – concept	One idea + an image/model
9	Message building – practice	An activity or example
10	Message building – scenario question	Formative check
11	Body language – concept	One idea + an image/model
12	Body language – practice	An activity or example
13	Body language – scenario question	Formative check
14	Effective slides – concept	One idea + an image/model
15	Effective slides – practice	An activity or example
16	Effective slides – scenario question	Formative check
17	Handling questions – concept	One idea + an image/model

Example: brand & content

The trainer as a brand: message, value and tone, plus a weekly and monthly publishing plan.

Trainer personal brand in Professional Presentation Skills

Element	Suggested wording
Message	I help trainers and specialists turn professional presentation skills into measurable, practical results
Unique value	Hands-on expertise + ready tools + post-training follow-up
Audience	Trainers, specialists, training providers and decision-makers
Tone of voice	Professional, inspiring, practical, approachable
Content	Audience analysis • Message building • Body language • Effective slides •

Brand & content tools

Personal brand
Message, value, audience, tone, pillars

LinkedIn
Headline, About, experience, recommendations

Social media
Bio and plan per platform

Content calendar
Daily, weekly and monthly plan

Posts & images
Copy, design, hashtags, call to action

Reels & Shorts
30–60 sec scripts with hooks

Example: content planner

A weekly publishing plan across platforms with timing and content type, plus monthly themes.

Weekly schedule

Day	Content type	Topic	Platform	Time
Sunday	Quick tip	Audience analysis	LinkedIn	9:00 AM
Monday	Case / story	Message building	Instagram	8:00 PM
Tuesday	Practical tool	Body language	TikTok	9:00 AM
Wednesday	Educational reel	Effective slides	YouTube Shorts	8:00 PM
Thursday	Achievement / trainee testimonial	Handling questions	Facebook	9:00 AM
Friday	Inspiring quote	Audience analysis	X	8:00 PM
Saturday	Interactive question	Message building	Story	9:00 AM

Monthly plan

Week	Theme
1	Raising awareness of the problem
2	Tools and solutions
3	Success stories and impact

Learning impact report

Turn cohort results into a professional impact report in minutes — processed in your browser, never uploaded to a server.

1
Upload pre/post in Excel / Word / PDF

2
Add the Padlet wall and activities

3
Gain, Hake's gain and mastery

4
Mapped to Kirkpatrick levels

📊

Per trainee

Pre and post scores, gain and mastery

👥

Per cohort

Averages, Hake's gain and level distribution

💬

Text analysis

Highlights from Padlet and activities

⬇️

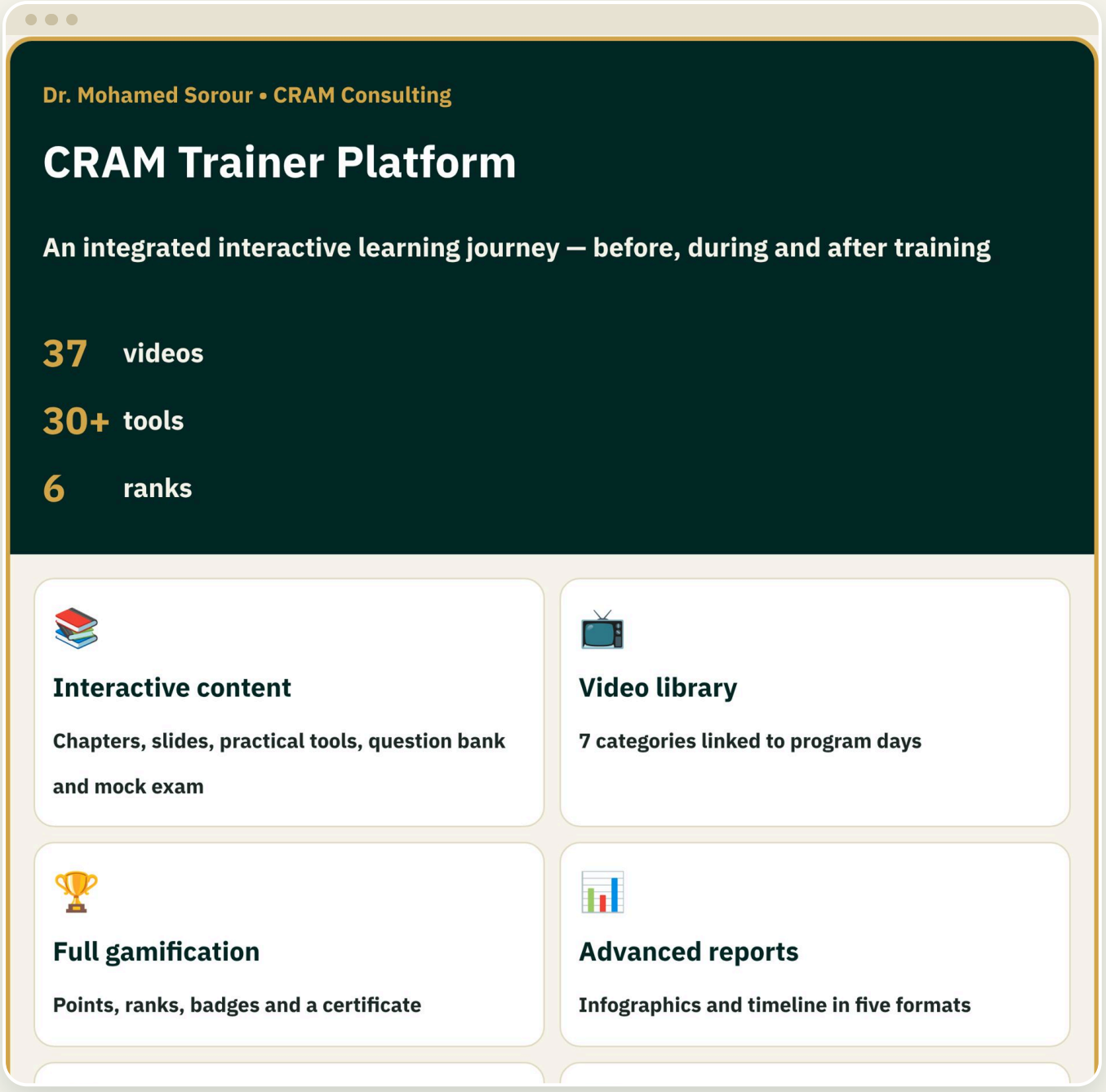
Export

PowerPoint • Word • Excel • PDF

📈 **Real example from platform testing:** 4 trainees improved from an average of 49% to 80%, with a Hake's gain of 61% (medium-to-high).

Platform brochure

A one-page introduction in Arabic and English, downloadable as PDF or image.



Subscription plans

Choose the plan that fits you or your training center — every plan includes a complete interactive learning experience.

Basic

SAR 349

per trainee

- ✔ Access for the program + 60 days
- ✔ Course content and interactive deck
- ✔ 39 practical tools and graduation project
- ✔ 506-question bank and mock exam
- ✔ 37-video library
- ✔ Points, ranks and badges
- ✔ Advanced report and certificate

Most popular

Professional

SAR 6,900

per cohort up to 25 trainees (≈ SAR 276 each)

- ✔ All Basic features for every trainee
- ✔ Full Trainer Studio (30+ tools)
- ✔ Trainer dashboard and cohort report
- ✔ Learning impact report generator
- ✔ Your center's brand on platform and files
- ✔ Collaborative Padlet wall for the cohort
- ✔ Trainer onboarding session

Enterprise

SAR 24,000

annual license

- ✔ Unlimited cohorts all year
- ✔ Hosting on your domain with user logins
- ✔ Full content and brand customization
- ✔ All studio tools and impact reports
- ✔ Technical support and updates
- ✔ Priority on new features
- ✔ Dedicated account manager

Plan comparison

Feature	Basic	Professional	Enterprise
Content, tools and question bank	✔	✔	✔
Video library and gamification	✔	✔	✔
Advanced report and certificate	✔	✔	✔
Trainer Studio (30+ tools)	—	✔	✔
Learning impact report	—	✔	✔
Trainer dashboard and cohort report	—	✔	✔
Your brand on the platform	—	✔	✔
Unlimited cohorts	—	—	✔
Own domain and user logins	—	—	✔
Annual support and updates	—	—	✔

Add-ons & offers

Add what you need and benefit from contract offers.

Extra video library

3-hour recorded session • SAR 1,500

Full rebrand for another center

SAR 2,500

100 custom questions

SAR 1,800

Trainer onboarding

90-minute session • SAR 1,200

Special offers: 15% off for 3+ cohorts • 10% off for graduates of Dr. Mohamed Sorour's preparation program • free demo before contracting.
Prices in Saudi riyals, excluding 15% VAT; offer valid for 30 days.

How to subscribe

1. Contact us at info@cram.sa
2. Get a free platform demo
3. Choose your plan and number of trainees or cohorts
4. We set up the platform in your brand and deliver the link within 3 working days
5. We run a trainer onboarding session and launch with your cohort

💡 **Why Professional?** It costs only about SAR 276 per trainee and adds the Trainer Studio, the impact report and the cohort dashboard — double the value for your center and documented quality for accreditation bodies.

Frequently asked questions

Quick answers to the most common questions.

Do I need an account?
No — open the link and start right away on mobile or desktop.

Where is my progress saved?
On your device and browser; export your progress file to move it to another device.

Who can see my reports?
Only you — unless you share them on Padlet or send them to your trainer.

A file won't download?
Open the platform inside claude.ai and check your connection.

How do I design a kit in my organization's brand?
Trainer Studio → Design identity: upload your logo and pick colors and font.

Can I choose the number of slides?
Yes — set the slide or page count before exporting.

Does it work for other programs?
Yes — the studio fits any program: short, in-house, diploma or fellowship.

CRAM

Let’s create real training impact

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