cpd

SkillDIFY

Advanced Certification Program

India's Most Comprehensive

Soft Skills Certification

SOFT SKILLS TRAINING | L&D | 4 LABS | AI-READY GRADUATE WITH A CERTIFIED IDENTITY, A COMPLETE BUSINESS, AND A GO-TO-MARKET STRATEGY.

Skilldify - Advanced Certification Program

TEDx Speaker | Forbes Featured | Environmental Finance IMPACT Awards 2024

The Training Industry Has a

Most trainers are confident. Very few are truly competent. Three critical gaps are costing trainers and the industry dearly.

The Knowledge Gap

No science. No frameworks. No depth. Just surface-level content recycled from YouTube. No understanding of behavioural science, cognitive psychology, or evidence-based frameworks that drive real behavioural change.

The Credential Gap

Every corporate L&D head asks: "What's your certification?" Most trainers go silent. Without an internationally recognised credential, doors stay closed no matter how good the session was.

NO CERT · DOORS CLOSED

The Business Gap

No brand. No pricing strategy. No client pipeline. They wait for referrals and hope for the best. No GTM strategy. No idea how to position, pitch to corporates, or scale their income.

- Know the science and frameworks behind every soft skill
- Hold an internationally recognised CPD certification
- Have a personal brand, GTM strategy and client pipeline
- Use AI to create decks, proposals, content in minutes
- Have 25 hours of evaluated pro bono training on your profile
- Walk across a stage in Delhi as a certified Trainpreneur

PROGRAM ARCHITECTURE

3 Months Mastery
1 Months *Fellowship*

150+ Hours | One Complete Transformation.

32 Live Classes	**100+** Learning Hours	**25 Hrs** Pro Bono Fellowship
04 Expert Guest Sessions	**14** 1-On-1 Mentoring	**10** Seats Per Batch

01

Mastery Track

MONTHS 1–3 · 100+ LIVE HOURS

Four labs running simultaneously | Built to teach, build and deploy simultaneously.

- Subject Lab
- Delivery Lab
- Business Lab
- AI Lab

02

The Fellowship

MONTHS 3–4 · 25 HOURS PRO BONO

Real sessions | Real participants | Expert panel evaluation | Capstone boardroom delivery | Delhi graduation.

> *Earned on a stage — not sent by email.*

LAB 01

The Subject *Lab.*

30+ Soft Skills. Science-backed. Framework-driven. Corporate-tested. Not opinions. Globally recognised frameworks + behavioural science + real corporate application.

BEHAVIOURAL SCIENCE | COGNITIVE PSYCHOLOGY | CORPORATE APPLICATION

- Self-Awareness & Personal Effectiveness
- Business Communication
- Art & Science of First Impressions
- Professional & Workplace Etiquette
- Interpersonal Skills
- Emotional Intelligence
- Empathy & Social Awareness
- Confidence Building
- Body Language & Non-Verbal Comm.
- Assertiveness with Impact
- Art of Storytelling
- Handling Difficult Conversations
- Art of Persuasion & Influence
- Advanced Public Speaking
- Leadership Presence
- Executive Presence
- Delegation & Ownership
- Feedback Skills (Giving & Receiving)
- Critical & Design Thinking
- Growth Mindset Conditioning
- Time & Energy Management
- Active Listening
- Team Building & Collaboration
- Transactional Analysis
- Cross-Cultural Communication
- Conflict Resolution
- Negotiation Skills
- Sales Communication
- Customer Service Excellence
- Resilience & Stress Management
- Networking & Relationship Building
- Written Communication & Business Writing
- Stakeholder Management
- Decision Making & Problem Solving
- Grooming & Personality Development

15+ PROGRAMS YOU ARE NOW QUALIFIED TO DESIGN & DELIVER

LAB 02

The Delivery *Lab.*

Train Like a Pro. Design Like an Expert. 3 mock workshops. Expert panel review. Proof, not just a certificate.

3 MOCK WORKSHOPS | EXPERT PANEL REVIEW | PERFORMANCE-BASED CERT

FACILITATION MASTERY TRACK

- Train-the-Trainer Framework
- Adult Learning Psychology
- Learning Styles & Retention Science
- Kolb's Experiential Learning Cycle
- Session Blueprint & Architecture
- Workshop Structuring (Half / Full Day)
- Opening & Closing with Impact
- Managing Group Dynamics
- Handling Difficult Participants
- Voice, Tone & Energy Control
- Stage Presence & Body Language
- In-Person & Virtual Facilitation
- Boardroom Delivery Skills
- Teach-Back Labs & Skill Drills
- Role-Play Recording & Review

L&D PROFESSIONAL TRACK

- Instructional Design Fundamentals
- The ADDIE Model — End to End
- Learning Needs Analysis (LNA)
- Curriculum Design & Development
- Learning Management Systems (LMS)
- Training ROI & Business Impact
- Kirkpatrick's 4-Level Evaluation Model
- Bloom's Taxonomy in Practice
- Talent Management & L&D Strategy
- Digital Learning & E-Learning Design
- Competency Mapping & Frameworks
- Data-Driven L&D Decision Making
- Stakeholder Management for L&D
- Building an L&D Calendar & Strategy
- Creating a Learning Culture

EXPERT PANEL EVALUATES YOUR PERFORMANCE SCORECARD

Facilitation Authority & Presence	Content Accuracy & Depth	Energy & Engagement
Activity Design & Execution	Handling Questions & Pushback	Time Management & Flow

Certification is **performance-based, not attendance-based.**

LAB 03

The Business *Lab*

From Trainer to Trainpreneur. Niche. Brand. Clients. Revenue.

Build the system not just the skill.

01

Niche Clarity

Know exactly who you serve and why clients choose you.

02

Consulting Profile

Bio, positioning, media kit — your complete trainer identity.

03

2 Signature Programs

Designed, priced, pitched ready to sell from Day 1.

04

LinkedIn + Instagram Strategy

Content calendar, posting system, authority-building framework.

05

Go-To-Market Strategy

Find clients, pitch, handle objections, close, onboard, deliver.

06

AI-Powered Content Engine

Decks, proposals, training content fast, professional, scalable.

Personal Brand

- Positioning & Niche Framework
- LinkedIn Authority Strategy
- 30-Day Content Challenge
- Bio & Media Kit

Business Build

- Pricing & Package Design
- High-Ticket Offer Creation
- Discovery Call Framework
- Corporate Pitch Deck

Client Acquisition

- Corporate Tie-Up Strategy
- Sales Conversation Flow
- Objection Handling
- AI-Powered Lead Capture

LAB 04

The AI *Lab*

Become AI-Ready. Not Just AI-Aware.

Nobody in the market is doing this. Build real assets. Create at scale. Grow on social. Deliver professionally.

SKILLIFY EXCLUSIVE

AI-READY CERTIFICATION

SCALE

Create at Scale

Build decks & proposals in minutes, not days. Automate the heavy lifting.

PIPELINE

Design Your GTM

Automate your lead pipeline with AI. Find and qualify clients faster.

GROWTH

Grow on Social

A month of content in one sitting. Consistency without burnout.

DELIVERY

Deliver Professionally

E-learning scripts, assessments, and handouts at zero design cost.

AI Lab Curriculum

- AI Content Creation for Trainers
- AI-Powered Deck & Proposal Design
- Social Media Content at Scale
- AI Research & Curriculum Development
- Prompt Engineering for Trainers
- Voiceover & Video Content with AI
- AI Email & Follow-Up Automation
- AI Ethics & Responsible Use in L&D

150 AI prompts built specifically for trainers. Yours to keep. Forever. Covering decks, proposals, curriculum, social content, client outreach and more.

THE JOURNEY

Challenge by Challenge. Month by Month.

Every month ends with a deliverable not just a class.

01

The Content Marathon

30-DAY CHALLENGE · FIRST 100 FOLLOWERS

30 posts. 30 days. Build your trainer voice and audience publicly from Day 1. No more hiding.

02

Skill Circles + AI Build Sprint

AI SPRINT: DECK + PROPOSAL · BUDDY PAIRS

Peer buddy exchanges every week. Build first AI-powered assets live.
Create your first professional deck.

03

Live Facilitation Challenge

EXPERT PANEL FEEDBACK · LINKEDIN LAUNCH

Your first live session. Recorded. Expert panel feedback. Real stakes.
Prove your facilitation authority.

04

The 11-Day Client Hunt

CORPORATE PITCH BATTLE · GTM PRESENTED

11 days to find, approach and pitch your first real corporate prospect. Apply your GTM strategy in the real world.

05

DELHI GRADUATION ★

25 hrs pro bono · LinkedIn Live · Capstone Boardroom · Graduate in Delhi. The final transformation from student to Trainpreneur.

YOUR SUPPORT SYSTEM

You Are Never Alone

14 Expert 1-on-1 Sessions across 3 mentors.

Program Director

with Shivangi Narula

- Personal growth & career strategy
- Subject depth & facilitation review
- Business direction & positioning
- Pre-graduation readiness review

Marketing Expert

Brand & Content Strategy

- LinkedIn strategy & brand audit
- Content calendar & niche clarity
- Pricing, packaging & offer design
- Client acquisition & pitch review

AI Expert

Tools & Automation

- AI tool setup & personalisation
- Asset building & workflow design
- AI content strategy for trainers
- Automation & productivity review

THE FELLOWSHIP

"Where Theory Ends. Proof Begins."

25 hours. Real participants | Expert evaluation | Certification is performance -based not attendance based.

25 Hrs Pro Bono

Capstone Boardroom

Expert Evaluation

CPD Exam

Additional Support Ecosystem

Group Hot Seat Sessions

Real challenges solved in real time with peer feedback.

4 Industry Expert Sessions

Senior L&D heads, one per month, sharing real-world insights.

Peer Buddy System

Accountability + practice partner throughout the journey.

Recorded Session Library

Every class captured. Never fall behind. Lifetime access.



GRAND FINALE

Two Moments That Define Your Career.

01 — LIVE EVENT

TRAINPRENEUR

NEW DELHI

In Person · 2 Days

The program ends on a stage in Delhi. Your cohort. In person. Certification in your hands. The moment you stop being a student and start being a Trainpreneur.

"Walk across that stage — certified, credible, commercially ready."

02 — INTERNATIONAL CREDENTIAL

CPD Certified Exam

GLOBALLY RECOGNISED

MNC-READY

An internationally recognised CPD exam. Pass it and you're a globally certified soft skills trainer. Recognised by corporates, MNCs and training organisations worldwide.

"A real. International. Credential."

POST-GRADUATION ECOSYSTEM

Lifetime Alumni Community

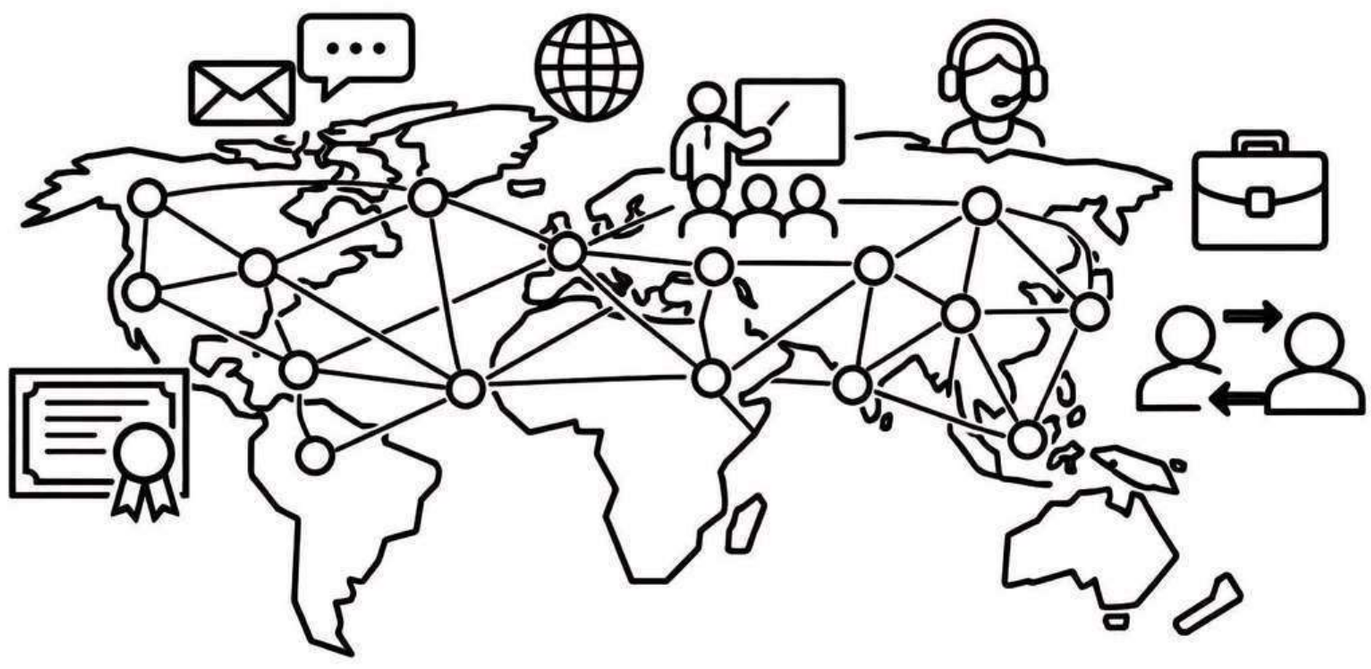
Share projects, refer clients, collaborate long after graduation.

Trainer Directory

Visible to L&D decision-makers, first in line for client referrals.

Going Global

Part of Skillify's international expansion network.



BUILT TO LEAD

Every Parameter. Every Column.

No other program combines Soft Skills + L&D + AI + GTM + Fellowship + International Certification.

PARAMETER	TYPICAL CERTIFICATION	SKILLIFY ACP
Focus Area	× Just Training	✓ **Soft Skills + L&D + AI + Business**
Duration	× 2-3 Days or Recorded	✓ **6 Months (Live + Implementation)**
Total Live Hours	× 15-20 Hours	✓ **150+ Live Hours**
Fellowship	× None	✓ **25-Hour Pro Bono (Real Clients)**
AI Training	× None	✓ **Dedicated AI Lab**
GTM Strategy	× None	✓ **Comprehensive GTM & Sales**
Business & Brand	× None	✓ **Brand Kit + Niche + Pricing**
1-on-1 Mentoring	× None	✓ **14 Sessions (3 Experts)**
Int'l Certification	– Attendance Based	✓ **CPD Internationally Certified**
In-Person Grad	× None	✓ **TRAINPRENEUR (Delhi, 2 Days)**
Signature Programs	× None	✓ **2 Programs Built & Pitched**
Seats Per Batch	30-50+	✓ **Strictly 10 Seats**

IS THIS YOU?

Four Starting Points One Destination

Certified. Credible. Commercially Ready.

Trainers & Coaches

THE UNCERTIFIED TRAINER

"I get great feedback. But I keep losing corporate projects to certified trainers. I'm tired of underselling myself."

- CPD Certified Professional
- ₹50K+ per workshop fees
- 3 Corporate retainer clients

HR Professionals

THE HR-TO-L&D MOVER

"8 years in HR. I know the corporate world. I just don't have the facilitation skills or a trainer identity — yet."

- Positioned as L&D Consultant
- Mastered facilitation skills
- First project within 60 days

Freshers

THE AMBITIOUS STARTER

"I just graduated. I'm passionate about people and communication. But I don't know where to start."

- Certified trainer with a Brand
- Clear Niche definition
- First paid workshop delivered

Consultants

ADDING SOFT SKILLS

"I have a consulting practice. I want to add soft skills training. I need the credibility and corporate pitch to make it happen."

- Soft skills vertical launched
- Premium pricing strategy
- Corporate pitch deck ready

WHO THIS IS NOT FOR

Anyone looking for a passive, attendance-based certificate.

This program is performance-first. If you want transformation, you have to show up.

STRICT STANDARDS

THE FOUNDER

Shivangi Narula

Founder, Skilldify



1,128+
CORPORATE CLIENTS

5,100+
TRAINERS BUILT

303K+
INSTAGRAM

1M+
LINKEDIN VIEWS

TEDx & Josh Talks Speaker

National Impact Award 2024

Forbes Featured

LinkedIn Most Powerful Profile 2023

Trained at Google, Microsoft & Fortune 500

Real Stories. Real Results.

Join the league of certified Trainpreneurs.

"I went from nervous to commanding. My first corporate project came before I even graduated."

PS — **Priya S.**
CORPORATE TRAINER · MUMBAI

"I raised my fees by 3x and got my first MNC client within 30 days. The Business Lab alone paid for this program ten times over."

RM — **Rahul M.**
L&D CONSULTANT · DELHI

"What took 2 days now takes one lunch break. The AI lab transformed how I work."

AK — **Ananya K.**
SOFT SKILLS TRAINER · BANGALORE



INVESTMENT

One Decision
A Business Ready to Launch

TOTAL PROGRAM INVESTMENT

₹ **2,10,000** + taxes

EMI AVAILABLE | PERFORMANCE-BASED | CPD CERTIFIED

"One corporate project after graduating pays for this program completely."

Everything Included — Top 10

- **150+ Live Learning Hours**
  Across 4 Intensive Labs
- **30+ Soft Skills Modules**
  Science-Backed & Corporate-Tested
- **6 × 1-on-1 Sessions**
  Directly with Shivangi Narula
- **Skillify 150-Prompt AI Vault**
  Your Complete AI Asset Library
- **25-Hour Pro Bono Fellowship**
  Real Experience with Real Clients
- **International Certification**
  CPD Accredited Exam
- **3 Real-World Challenges**
  Content Marathon · AI Sprint · Client Hunt
- **TRAINPRENEUR Graduation**
  2-Day In-Person Event in Delhi
- **8 Expert Mentoring Sessions**
  4 Marketing + 4 AI Expert Sessions
- **Lifetime Ecosystem**
  Alumni Community + Directory Listing



STRICTLY 10 SEATS PER BATCH
Applications are reviewed. First confirmed, first in.
Apply early to avoid disappointment.

READY TO BECOME A TRAINPRENEUR?

10 Seats. One Cohort.
Your Move.

You have the skill. You have the passion. All you need is the system.
This program is the system.

01

Apply Online

Fill out the detailed application form at skilldify.in. Share your background, your goals, and why you're ready for this transformation.

02

Discovery Call

Selected applicants are invited for a 1:1 discovery call to assess fit, clarify expectations, and ensure you are ready for the rigor.

03

Confirm Seat

Upon selection, complete your enrollment formalities. Secure one of the strictly limited 10 seats for the upcoming cohort.

04

Begin Journey

Receive your prep material, access the LMS, and join the exclusive cohort WhatsApp group. Your transformation begins Day 1.

APPLY AT SKILLDIFY.IN

www.skilldify.com
Visit Website

@shivanginarula.in
Follow Us

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Chat with Us