

## ASSESSING, MEASURING, AND EVALUATING IMPACT OF TRAINING

### Overview

This workshop is designed to provide participants with the knowledge, skills, tools, and practice to assess, measure and evaluate the tangible effects of their organization's training programs. Participants will learn how to employ state-of-the-art quantitative and qualitative tools and techniques to get beyond Level 1 evaluations "smile sheets" to the real business and financial impact of training programs. This program will help you to ensure that your organization produces learning and development opportunities integral to the business's success.

### Benefits and outcomes

- Articulate why it is important to conduct assessments and evaluations
- Identify and influence stakeholders, clients, and sponsors of training interventions
- Accurately identify the problem or opportunity by questioning basic assumptions
- Fit assessment, measurement and evaluation activities into the framework of a number of different business models
- Define needs in terms of business, performance, and/or training as determined through the problem identification process
- Identify the appropriate level of evaluation for a training intervention
- Use tools for conducting assessments, measurements and evaluations of current and proposed courses and for planning evaluation processes during course development
- Experience the concepts, tools and methods presented through the working of case material and on-the-job examples

### Program Curriculum

#### Module 1: The Context and Purpose of Assessment, Measurement, and Evaluation

- Strategic context of assessment, measurement, and evaluation

#### Module 2: The Strategy-Focused Organization and Training

- Translating a mission into a desired outcome
- What is a balanced scorecard?

#### Module 3: Training Needs Analysis

- Qualifying your client/sponsor
- Diagnosing organizational needs
- Defining the needed intervention

#### Module 4: Statistics, Measures, and Metrics

- The methodology for assessment
- Interviews guidelines

#### Module 5: Objectives and Evaluation

- Learning objectives
- The five levels of data
- Measurement design for level one: reaction
- Developing objective tests
- Trend line analysis
- Estimates of benefits exercise

Linkage Training Programs are approved by the following organizations

