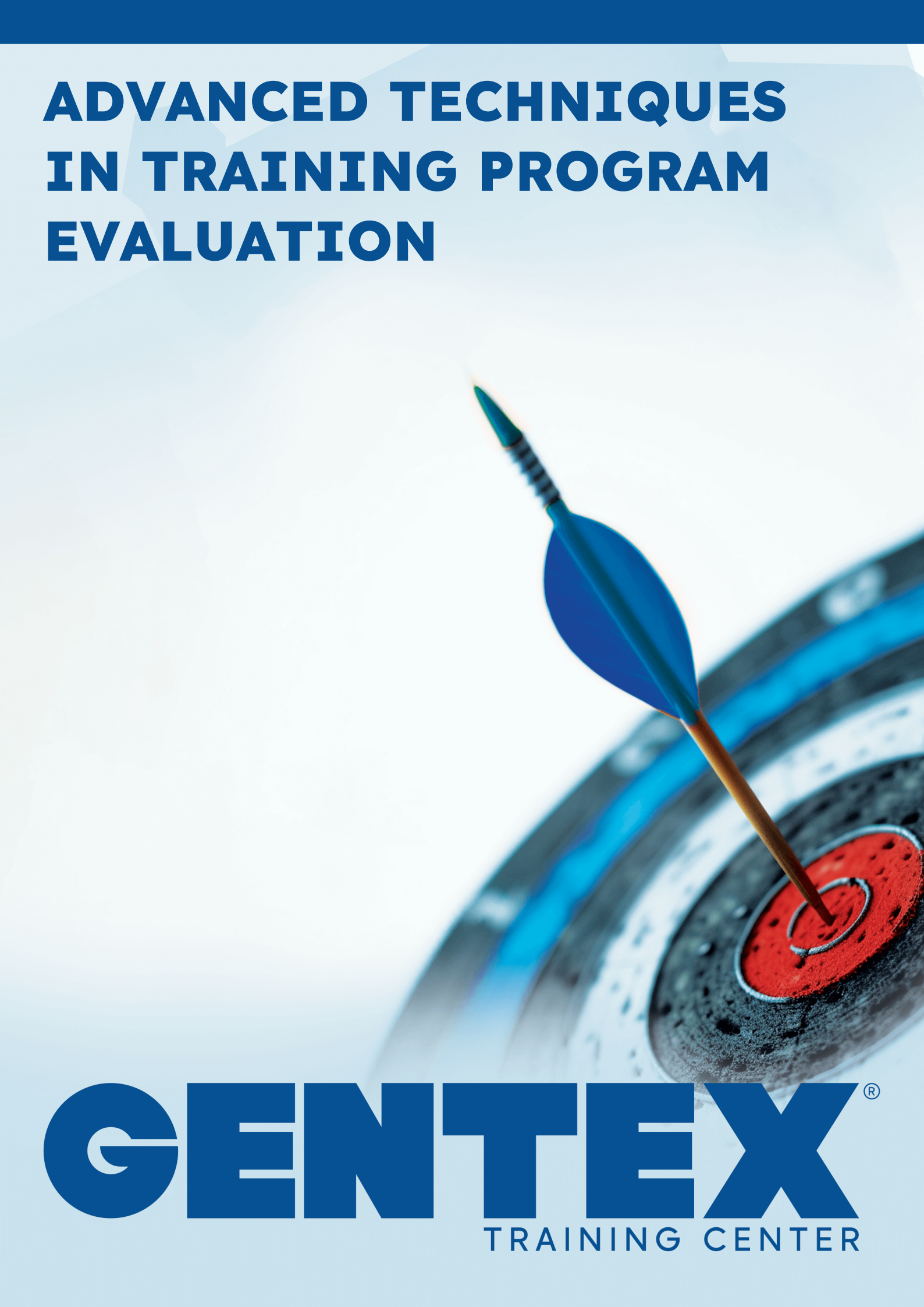
ADVANCED TECHNIQUES IN TRAINING PROGRAM EVALUATION



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Introduction

Advanced Techniques in Training Program Evaluation Training Course builds the measurement capability that separates training that demonstrably works from training that merely happens. Most organisations evaluate attendance, satisfaction, and sometimes test scores, then stop. That evidence cannot tell a director whether performance improved or whether the investment paid back. This course develops the techniques that answer those questions. It covers evaluation design, data collection, and learning measurement. Furthermore, it applies the Kirkpatrick model, Phillips ROI methodology, control group design, and cost-benefit analysis. In addition, it develops reporting, benchmarking, and evaluation governance. As a result, participants prove training value with credible evidence.

Advanced Techniques in Training Program Evaluation Course Objectives

- Explain training evaluation purposes, levels, and organisational value.
- Apply the Kirkpatrick four-level evaluation model in practice.
- Apply the Phillips five-level model and ROI calculation methodology.
- Design evaluation instruments aligned with learning objectives.
- Construct control groups, comparison groups, and pre-post designs.
- Isolate training effects using trend line and estimation techniques.
- Analyse and interpret learning, behaviour, and results data.
- Convert training outcomes into monetary benefits credibly.
- Calculate training return on investment and payback period.
- Report evaluation findings and build evaluation governance systems.

Course Methodology

- Interactive lectures with real training evaluation case studies.

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- Evaluation instrument design and validation workshops.
- ROI calculation and data isolation exercises.
- Control group and pre-post design construction practice.
- Structured peer review with facilitator feedback on evaluation reports.

Who Should Take This Course

- Learning and development managers and specialists.
- Human resources and talent development professionals.
- Training coordinators and programme owners.
- Organisational development consultants.
- Internal auditors reviewing learning investment.
- L&D professionals reporting training value to leadership.

Advanced Techniques in Training Program Evaluation Course Outlines

Day 1: Evaluation Foundations and Frameworks

- Purpose of training evaluation and its organisational role.
- Levels of evaluation from reaction to results.
- The Kirkpatrick four-level model in practice.
- The Phillips five-level model and ROI extension.
- Evaluation planning and alignment with learning objectives.
- Stakeholder expectations and evaluation scope setting.
- Case study: reviewing an organisation's evaluation practice.

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Day 2: Reaction and Learning Measurement

- Level 1 reaction measurement and instrument design.
- Reaction survey construction and reliability considerations.
- Level 2 learning assessment design and validation.
- Knowledge tests, skills demonstrations, and simulations.
- Pre-test and post-test design and scoring approaches.
- Item analysis, difficulty, and discrimination indices.
- Workshop: designing a validated learning assessment.

Day 3: Behaviour and Results Evaluation

- Level 3 behaviour measurement and follow-up timing.
- Observation, self-report, and manager assessment methods.
- Barriers and enablers of behaviour transfer.
- Level 4 results measurement and business metrics.
- Selecting result measures aligned with business outcomes.
- Data collection at 30, 60, and 90-day intervals.
- Workshop: building a behaviour and results evaluation plan.

Day 4: Isolating Impact and Calculating ROI

- Data isolation techniques: control groups and trend lines.
- Estimation, expert review, and customer input approaches.
- Converting results to monetary value credibly.
- Tabulating programme costs including development and delivery.
- ROI calculation, payback period, and benefit-cost ratio.

- Handling intangibles and communicating them properly.
- Workshop: calculating training ROI on a worked example.

Day 5: Reporting, Benchmarking, and Governance

- Structuring evaluation reports for executive audiences.
- Presenting findings, caveats, and improvement actions.
- Benchmarking evaluation results across programmes.
- Building an evaluation governance framework.
- Evaluation calendar, responsibilities, and data systems.
- Continuous improvement in learning and development.
- Course review, assessment, and action planning.

Conclusion

By successfully completing Advanced Techniques in Training Program Evaluation, participants will gain a thorough understanding of evaluation frameworks, reaction and learning measurement, behaviour and results evaluation, impact isolation techniques, ROI calculation, and evaluation reporting and governance. They will also acquire practical skills in evaluation framework application, evaluation instrument design and validation, data isolation and ROI calculation, and evaluation reporting and governance design. In addition, the course prepares them to demonstrate training value with evidence that leadership can rely on. Gentex Training Center delivers this programme with a strong focus on applied measurement technique and defensible evaluation conclusions.

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FAQs for Advanced Techniques in Training Program Evaluation course

Q1 What is the "Advanced Techniques in Training Program Evaluation" course about?

It is a five-day programme on measuring whether training actually delivers results. It covers the Kirkpatrick four-level model, the Phillips ROI methodology, evaluation instrument design and validation, behaviour and results measurement, data isolation techniques, ROI calculation, and reporting and evaluation governance.

Q2 What are the key benefits of the "Advanced Techniques in Training Program Evaluation" course?

Participants produce evidence that training works instead of satisfaction scores. The course improves evaluation design and instrument quality, strengthens behaviour and results measurement, isolates training effects credibly, produces defensible ROI figures, improves reporting to executives, and builds governance that makes evaluation a routine rather than an occasional project.

Q3 What skills will I gain from the "Advanced Techniques in Training Program Evaluation" course?

Participants gain evaluation framework application, evaluation instrument design and validation, data isolation and ROI calculation, and evaluation reporting and governance design. These four skills cover the practical core of training programme evaluation.

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Q4 What tools, methods, or standards are covered in the "Advanced Techniques in Training Program Evaluation" course?

The course covers the Kirkpatrick four-level model, the Phillips five-level model with ROI extension, evaluation planning aligned with learning objectives, level 1 reaction survey construction and reliability considerations, level 2 learning assessment design, knowledge tests, skills demonstrations and simulations, pre-test and post-test design with scoring approaches, item analysis with difficulty and discrimination indices, level 3 behaviour measurement with 30, 60 and 90-day follow-up, observation, self-report and manager assessment methods, behaviour transfer barrier and enabler analysis, level 4 results measurement and business metric selection, control group and comparison group design, trend line analysis, estimation and expert review isolation techniques, customer input approaches, monetary benefit conversion, programme cost tabulation including development and delivery costs, ROI calculation, payback period, benefit-cost ratio, intangible benefit handling, evaluation report structuring, benchmarking across programmes, evaluation calendar design, and evaluation governance frameworks.

Q5 How is the "Advanced Techniques in Training Program Evaluation" course applied in real-world practice?

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Participants apply the methods to their own training programmes. They plan evaluations against objectives, design and validate reaction and learning instruments, run behaviour follow-ups at 30, 60 and 90 days, select business result measures, isolate training impact using control groups and trend lines, convert results to monetary value, calculate ROI and payback, and present findings to leadership with caveats and recommendations. Many leave with an evaluation plan template, a validated assessment blueprint, and an ROI calculation worksheet ready to use.