

EVALUATING TRAINING



GENTEX[®]
TRAINING CENTER



Introduction

Evaluating Training Training Course helps HR and learning professionals measure the true impact of training programs on employee performance and business results. Many organizations invest heavily in training without knowing whether it delivers real value. This course explores proven evaluation frameworks, including the Kirkpatrick model, Return on Investment (ROI) analysis, and the Phillips ROI Methodology. Furthermore, participants examine data collection tools such as surveys, assessments, and performance metrics that support accurate evaluation. As a result, attendees gain practical skills to design evaluation strategies that link training outcomes directly to organizational goals. Gentex Training Center designed this program to strengthen evaluation capabilities across learning and development functions.

Evaluating Training Course Objectives

- Explain the purpose and importance of training evaluation
- Apply the Kirkpatrick model across all four evaluation levels
- Design pre- and post-training assessment tools
- Calculate training return on investment using cost-benefit analysis
- Apply the Phillips ROI Methodology to evaluation projects
- Use surveys and feedback forms to measure reaction levels
- Build evaluation plans aligned with training objectives
- Analyze performance data to assess behavioral change
- Identify barriers that limit training transfer to the workplace
- Present evaluation findings clearly to senior stakeholders

Course Methodology

- Interactive workshops combining evaluation theory with practical exercises

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Info@gentextraining.com



- Case studies illustrating real training evaluation projects
- Group exercises building sample evaluation plans and surveys
- Templates for ROI calculations and evaluation reporting
- Role-play scenarios addressing stakeholder feedback sessions
- Short lectures introducing key evaluation models and terminology

Who Should Take This Course

- Training and development professionals measuring program impact
- HR managers overseeing learning and development budgets
- Learning and development coordinators designing evaluation plans
- Instructional designers seeking stronger evaluation skills
- Quality and performance management professionals
- Department heads assessing training investment value

Evaluating Training Course Outlines

Day 1: Foundations of Training Evaluation

- Define training evaluation and its strategic importance
- Explore the Kirkpatrick four-level evaluation model
- Discuss common barriers to effective training evaluation
- Review the link between evaluation and business results
- Identify evaluation stakeholders and their expectations
- Assess organizational readiness for structured evaluation
- Examine case studies of effective evaluation practices





Day 2: Measuring Reaction and Learning

- Design surveys and feedback forms for reaction-level data
- Apply pre- and post-training assessments to measure learning
- Use quizzes and practical tests to verify knowledge gains
- Practice analyzing learner feedback for actionable insights
- Discuss timing and methods for collecting reaction data
- Explore digital tools for gathering evaluation feedback
- Build a sample reaction-level evaluation survey

Day 3: Measuring Behavior Change and Application

- Apply Level 3 Kirkpatrick evaluation to workplace behavior
- Use observation checklists to assess skill application
- Practice conducting follow-up interviews with participants
- Identify barriers that limit training transfer to work
- Discuss manager involvement in reinforcing behavior change
- Build action plans to support post-training application
- Review methods for tracking behavior over time

Day 4: Measuring Results and Calculating ROI

- Apply Level 4 Kirkpatrick evaluation to business results
- Calculate training return on investment using cost-benefit analysis
- Apply the Phillips ROI Methodology to evaluation projects
- Practice isolating training effects from other business factors
- Discuss converting performance data into monetary value

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- Build a sample ROI calculation for a training program
- Review common pitfalls in ROI measurement

Day 5: Reporting and Improving Evaluation Practices

- Design clear evaluation reports for senior stakeholders
- Practice presenting evaluation findings and recommendations
- Build a continuous improvement plan for evaluation processes
- Align evaluation practices with organizational learning strategy
- Develop dashboards to track training evaluation metrics
- Create a personal follow-up plan for continuous improvement
- Review key takeaways and course learnings

Conclusion

By successfully completing the Evaluating Training Training Course, participants will have acquired practical skills to apply the Kirkpatrick model, calculate training ROI, and design effective evaluation strategies. Moreover, attendees will understand how to measure behavior change, report findings clearly, and align evaluation practices with organizational goals. Gentex Training Center equips professionals with these capabilities to demonstrate the true value of training investments within their organizations.

FAQs

Q1 What is the "Evaluating Training" course about?

This course teaches professionals how to measure the impact of training programs using proven evaluation frameworks. Participants learn practical techniques to assess reaction, learning, behavior change, and business results across any training initiative.





Q2 What are the key benefits of the "Evaluating Training" course?

Participants gain the ability to justify training investments, improve program design, and demonstrate measurable business impact. Additionally, they learn to identify weaknesses in current training approaches and strengthen future evaluation strategies.

Q3 What skills will I gain from the "Evaluating Training" course?

Attendees develop skills in evaluation planning, ROI calculation, behavior assessment, and stakeholder reporting. These core competencies help professionals measure training effectiveness accurately and communicate results with confidence.

Q4 What tools, methods, or standards are covered in the "Evaluating Training" course?

The course covers the Kirkpatrick four-level model, the Phillips ROI Methodology, cost-benefit analysis, and structured feedback surveys. These frameworks provide practical, research-based methods for measuring training effectiveness.

Q5 How is the "Evaluating Training" course applied in real-world practice?

Participants apply evaluation models directly to sample training programs, building surveys, ROI calculations, and evaluation reports. This hands-on approach ensures professionals can measure training impact immediately upon returning to work.