

MEASURING TRAINING



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TRAINING CENTER



Introduction

The Measuring Training Impact Training Course shows learning professionals how to prove that training delivers real value. Many organisations invest heavily in development programmes yet struggle to demonstrate results. This course explains how to set measurable learning objectives, collect evaluation data, and calculate return on investment with confidence. Furthermore, participants apply recognised evaluation models, build assessment instruments, and link learning outcomes to business performance indicators. Practical exercises guide learners through data collection, analysis, and reporting to senior management. As a result, participants finish able to design evaluation systems that justify training budgets and drive continuous improvement across their learning function.

Measuring Training Impact Course Objectives

- Explain the purpose and principles of training evaluation and measurement
- Apply the Kirkpatrick Four-Level Model across reaction, learning, behaviour, and results
- Use the Phillips ROI Methodology to calculate training return on investment
- Write measurable learning objectives using Bloom's Taxonomy
- Design pre-tests, post-tests, and knowledge assessment instruments
- Build observation checklists and behaviour transfer measures
- Isolate training effects using control groups and trend line analysis
- Convert learning outcomes into monetary and non-monetary benefits
- Select training key performance indicators (KPIs) aligned with business goals
- Present evaluation findings to stakeholders using clear reports and dashboards

Course Methodology

- Structured lectures covering evaluation models and measurement principles
- Practical workshops on designing assessments and evaluation instruments

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- Hands-on ROI calculation exercises using realistic training data
- Case studies drawn from corporate and public sector learning functions
- Group work on isolating training effects and interpreting results
- Continuous assessment through applied tasks and presentations

Who Should Take This Course

- Training and development managers and specialists
- Learning and development officers in corporate organisations
- Human resources professionals responsible for capability building
- Instructional designers and course developers
- Talent management and organisational development staff
- Quality and performance officers overseeing learning programmes

Measuring Training Impact Course Outlines

Day 1: Foundations of Training Measurement

- Purpose and business case for training evaluation
- Common reasons evaluation efforts fail
- Overview of the Kirkpatrick Four-Level Model
- Introduction to the Phillips ROI Methodology
- Writing measurable objectives with Bloom's Taxonomy
- Aligning training goals with organisational strategy
- Building an evaluation plan before delivery

Day 2: Measuring Reaction and Learning



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- Designing effective reaction and satisfaction surveys
- Avoiding bias in feedback questionnaires
- Developing pre-tests and post-tests
- Knowledge checks, simulations, and practical assessments
- Scoring, validity, and reliability considerations
- Calculating learning gain and pass rates
- Interpreting Level 1 and Level 2 results

Day 3: Measuring Behaviour Transfer

- Defining observable on-the-job behaviours
- Building observation checklists and rating scales
- Conducting 360-degree and supervisor feedback
- Timing follow-up measurement after training
- Identifying barriers and enablers of transfer
- Using action plans to support application
- Reporting Level 3 behaviour findings

Day 4: Measuring Results and Calculating ROI

- Linking training to business results and KPIs
- Isolating training effects using control groups
- Applying trend line analysis and expert estimation
- Converting benefits into monetary value
- Capturing fully loaded training costs
- Calculating benefit-cost ratio and ROI percentage
- Handling intangible benefits appropriately





Day 5: Reporting and Continuous Improvement

- Structuring evaluation reports for different audiences
- Building dashboards and visual summaries
- Presenting findings to executives and sponsors
- Using results to improve programme design
- Establishing a sustainable measurement framework
- Data quality, ethics, and confidentiality
- Final workshop: designing an evaluation strategy

Conclusion

By successfully completing Measuring Training Impact, participants will have acquired practical skills to plan evaluations, design assessment instruments, measure behaviour transfer, and calculate training return on investment. Moreover, they will understand recognised evaluation models and how to communicate results credibly to decision-makers. This Training Course, delivered by Gentex Training Center, prepares learning professionals to demonstrate the true value of development programmes. As a result, participants gain lasting knowledge that strengthens training quality and organisational performance.

FAQs

Q1 What is the "Measuring Training Impact" course about?

This course explains how to evaluate training programmes and prove their value. It covers evaluation planning, assessment design, behaviour measurement, and return on investment calculation, helping participants link learning activities to measurable organisational results.



Q2 What are the key benefits of the "Measuring Training Impact" course?

Participants learn to justify training budgets with credible evidence and improve programme quality using real data. Furthermore, they gain reporting skills that strengthen executive support, resulting in better learning decisions and higher organisational value.

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

Participants develop skills in training evaluation design, assessment instrument development, ROI calculation, and results reporting. These skills allow learning professionals to measure programme effectiveness accurately and communicate findings with confidence.

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

The course covers the Kirkpatrick Four-Level Model, the Phillips ROI Methodology, Bloom's Taxonomy, pre-test and post-test design, observation checklists, control group isolation, trend line analysis, and benefit-cost ratio calculation.

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

Participants apply these methods to evaluate live programmes, track behaviour change on the job, and present ROI findings to sponsors. This helps organisations refine their learning portfolio and direct budgets toward programmes that work.