

## Measuring & Maximizing Training ROI

### Course Description

HR and training managers have to continuously justify the amounts of money that are spent on training. The value added through training is often questioned. How do we know the value of training if we do not measure the value of training? ROI in training is about measurement: measuring the return on the money invested in training. ROI is about accountability and responsibility for the particular investment in training. This course has been put together to improve the ultimate aim of any training program. It will improve organisational performance which will add to organisational effectiveness and profitability. In order to measure performance a person needs to determine the monetary value of the performance in its current status. This course is completely hands-on, full of tested techniques which are learned by doing.

### Course Objectives

- Describe best practice in relation to employee development
- Demonstrate the business case for specific training interventions
- Understand the issues related to measuring and maximizing training ROI
- Be able to implement techniques applicable to identifying training needs

### Who Should Attend?

- HR professionals
- Team leaders
- Training professionals
- Training managers

### Program Schedule

#### DAY 1

- The strategic context of training
- The principles of effective employee development
- Effective processes for measuring training return on investment ROI
- The role of senior managers and HR professionals in measuring and maximizing training ROI

#### DAY 2

- The organizational context
- The need for long-term planning for future skills and competences
- Establishing training needs
- Planning and delivering effective training
- Maximising training ROI

#### DAY 3

- Arguments for and against measuring the cost effectiveness of training
- What and how to measure
- Measuring the effectiveness of training
- Forecasting costs and benefits
- Calculating the training ROI

#### **DAY 4**

- Identifying effective approaches to training
- The roles and responsibilities of senior managers, HR professionals and employees
- Establishing strategic training objectives
- Identifying training objectives at the operating and individual level
- Planning and preparing training budgets and implementing training
- Internal or external training provision

#### **DAY 5**

- Evaluating training
- Determining how training will be evaluated
- Purpose and level of evaluation
- Linking evaluation to training ROI
- Some myths about evaluation