

MEASURING TRAINING'S IMPACT: MY EVALUATION PLAN

Learning and development (L&D) doesn't stop when training programs end: A training measurement plan must be in place to determine whether your training was truly effective in driving business impact. Inspired by Training Industry's [Measuring the Impact of L&D Certificate](#) program, we've created a template to help you start drafting your evaluation plan.

This is a place to start thinking through your plan for evaluating your training programs using the first three levels of [Kirkpatrick's Evaluation Model](#). To receive personalized, expert feedback on your evaluation plan and expand your evaluation methods to Kirkpatrick's fourth level, return on investment (ROI), and more, sign up to earn your [Measuring the Impact of L&D Certificate](#) or [contact us](#) to discuss whether the certificate is a good fit for you.

THE KIRKPATRICK EVALUATION MODEL



LEVEL 1 | REACTION

Level 1 solicits learners' opinions about the learning experience following a training event or course. This level is typically measured using surveys after training has occurred, and includes questions concerning the degree to which the experience was valuable to learners, whether they felt engaged, and whether they felt the training was relevant.



LEVEL 2 | LEARNING

Level 2 measures the degree to which participants acquired the intended knowledge, skills and attitudes as a result of the training. This level is used by instructors and training executives to determine if learning objectives are being met. This level is typically measured using assessments after training has occurred, but sometimes includes a pre-training assessment for comparison purposes.



LEVEL 3 | BEHAVIOR

Level 3 measures the degree to which participants' behaviors changed as a result of the training – basically, whether the knowledge and skills from the training are then applied on the job. This measurement can be, but is not necessarily, a reflection of whether participants actually learned the subject material.



LEVEL 4 | RESULTS

Level 4 seeks to determine the tangible results of the training such as: reduced cost, improved quality and efficiency, increased productivity, employee retention, increased sales and higher morale. While such benchmarks are not always easy or inexpensive to quantify, doing so is the only way training organizations can determine the critical return on investment (ROI) of their training initiatives.

<u>Kirkpatrick Model Levels</u>	 LEVEL 1	 LEVEL 2	 LEVEL 3
Outcomes	Did they like it?	Did they learn anything?	Did they improve key behaviors?
Questions to consider when creating your evaluation plan:			
Is it appropriate to measure this outcome for your training program? Why or why not?			
What questions will you ask?			
When will you ask them?			
Who will you ask?			
How will you collect your responses or data?			
How will you analyze your data?			
How will you report your results to key stakeholders?			
Notes			

Want to take your evaluation plan to the next level and foster a greater understanding of training measurement? During Training Industry's Measuring the Impact of L&D Certificate, with the help of an expert and your peers, you will create an in-depth evaluation plan that covers Kirkpatrick's four levels of training evaluation, ROI and transfer climate (i.e., which factors will maximize ROI).

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