

MEASURING TRAINING IMPACT: 3 METRICS FOR EVALUATING SUCCESS

GATHERED FROM A GLOBAL NETWORK OF LEARNING LEADERS JUST LIKE YOU

Learning and development (L&D) leaders must prove the impact of training by demonstrating the effectiveness of their learning solutions to company stakeholders.

To prove training success, they must first identify what metrics to use in the evaluation process and how to communicate its impact to company leaders.



Here are three metrics L&D leaders can use to evaluate the effectiveness of their training programs and measure training's success.

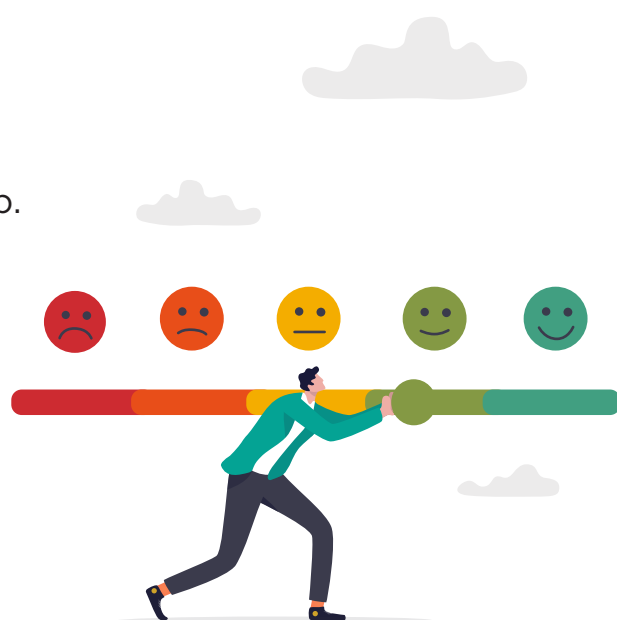
1| OUTCOMES

Using a training evaluation model can help L&D collect relevant data and evaluate training effectiveness.

The [Kirkpatrick Model](#) measures the impact of training across four levels:

- 🌈 Learners' reaction to the training material.
- 🌈 Knowledge retention post training.
- 🌈 Behavior changes and improvements on the job.
- 🌈 Impact of training on business performance.

These measurables can help to prove the efficacy of training programs and business impact.



2| ENGAGEMENT

When learners are engaged in the learning experience, they're more likely to retain new knowledge and skills that can lead to better performance and outcomes on the job.

To measure learner engagement, L&D leaders can collect meaningful data through ...

- 🎧 Engagement surveys
- 🎧 Employee interviews
- 🎧 Collecting data from learning platforms

This data and feedback can be used to continuously improve training programs.



3| ROI

Measuring the return on investment (ROI) for training programs can help to determine the impact the training had on business performance.

[ROI evaluations](#) can effectively communicate to stakeholders the expected monetary benefits and projected costs of training their teams.

Partner with the finance department or operational leaders to leverage the financial literacy to calculate ROI and communicate it with stakeholders.



To truly prove the impact of training and win stakeholder buy-in, L&D leaders must measure the right metrics. With these three metrics in your L&D toolkit, you'll have the keys to effectively communicate training success, gaining you a seat at the table.

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