

CERTIFICATE

MEASURING THE IMPACT OF L&D

WHAT IS THE MEASURING THE IMPACT OF L&D CERTIFICATE?

Training Industry's [Measuring the Impact of L&D Certificate](#) program provides you with decision tools, a tailored evaluation plan, and valuable discussion with other L&D professionals to help you confidently and successfully approach training measurement and evaluation. Founded in Training Industry's [Training Manager Competency Model™](#), this program will equip you with the tools you need to measure the value of your L&D initiatives with sound and practical research techniques.



2 HALF-DAYS



CERTIFICATE
AWARDED



VIRTUAL



SESSIONS FOR
EVERY TIME ZONE



ENGLISH
LANGUAGE

COURSE OBJECTIVES

After earning this certificate, you will be able to:



Identify the most appropriate measurement strategy based on your unique training program.



Select and use the proper methods and sources to obtain relevant data in support of your evaluation plan to show impact.



Communicate training and development results to an executive audience.



Apply measurement knowledge to real-world scenarios with realistic challenges.



COURSE OVERVIEW

PREWORK

The interactive eLearning module will introduce you to the 4 Kirkpatrick evaluation levels, as well as level 4 isolation techniques, ROI, and transfer climate. You will be given an assignment to complete your evaluation plan template, which prompts you to start thinking about your current measurement and evaluation strategies.

DAY 1

Approaches to Training Evaluation

- Kirkpatrick's Four Levels of Training Evaluation.
- Training and Development Return on Investment (ROI).
- L&D Transfer Climate Analysis.

Learner Reactions (Kirkpatrick "Level 1")

- When and what to measure.

Learning (Kirkpatrick "Level 2")

- When and what types of learning to measure.
- Collecting Level 2 metrics and visualizing results.

Behavior Change (Kirkpatrick "Level 3")

- When and how to measure behavior change.

- Choosing the right measurement methodology.
- Reporting on training related behavior change.

Business Results (Kirkpatrick "Level 4")

- When and how to measure business improvement.
- Reporting on training effectiveness at Level 4.

Isolating the impact of training

- 3 isolation techniques

DAY 2

Return On Investment (Phillip's level 5 ROI)

- Defining ROI/the basics of the ROI formula.
- Understanding and reporting your ROI results.

Transfer Climate Analysis

- Collecting L&D climate data and understanding your training transfer climate.
- Reporting your transfer climate results.

Case Examples: Evaluation in Practice

Capstone Activity

- Your certificate program capstone activity will challenge you to apply the course concepts in your own training and development programs to develop your new and improved learning and development evaluation strategies.

WHO IS IT FOR?

The Measuring the Impact of L&D Certificate is for learning leaders who want to understand training measurement from a research-backed — but real-world, experience-based — perspective. This program is ideal for anyone looking to develop an evaluation plan for their L&D programs. Whether you are familiar with training evaluation concepts or not, this course simplifies and demystifies evaluation. Regardless of your experience, you will gain tips, strategies and templates that will give you the confidence to effectively measure the impact of learning and development in your company.

RELATED LEARNING

JOURNEY

Training Industry offers expertly curated professional development [packages](#) to fit your unique development needs.

THE MEASURING IMPACT JOURNEY

The Measuring Impact Journey is designed to help you demonstrate the business impact of training. This journey will help ensure that your training departments efforts are being recognized for adding value as well as driving business results. This journey includes:

- [Certified Professional in Training Management Program \(CPTM™\)](#)
- [Measuring the Impact of L&D Certificate](#)
- [Internal Consulting Workshop](#)

Don't see what you're looking for? Training Industry's professional development consultants are available to discuss this program and other development opportunities. [Contact us](#) or schedule a call directly [here](#).

TOOLS AND RESOURCES

Job Aids

- Executive Summary Results template
- Training Cost Calculator
- Kirkpatrick Level 3 and 4 “cheat sheets”
- Step-by-step guide to Isolating the Impact of Training
- Visualizing Training Results Template
- For a sneak peek into the course materials, download this job aid: [My Evaluation Plan Template](#).

Additional Resources

- Curated collection of Training Industry resources focused on measuring the impact of L&D including webinars, podcast episodes, magazines, and e-books.



Really learn **HOW, WHEN, and WHAT to measure**. This excellent certificate course will help you develop an actual plan to measure the impact of your training as fully as possible. You will come away feeling truly qualified to measure the impact of your learning and development programs.

– **RACHAEL WEAVER**, CPTM,
DIRECTOR, COMMUNITY AND
VOLUNTEER ENGAGEMENT

HOW DOES IT WORK?

This certificate program is completed over two, four-hour days of a live virtual instructor-led class, which includes an applied work project.

Your [instructor](#) will use their real-world perspective and experience to ensure the course is rooted in foundational best practices and will guide you through the process, both facilitating and assessing your learning throughout the course to ensure you earn your certificate by the end of the program.

Click [here](#) to browse the available session dates and times.

REGISTER NOW

CONTACT US

LEARN MORE



Would all or part of your team benefit from this certificate? All Training Industry Courses can be taken as a group and are designed to align your team around research-based best practices. Click [here](#) to learn more.



ABOUT TRAINING INDUSTRY COURSES



TRUSTED BY WORLDWIDE ORGANIZATIONS



INTERACTIVE EXPERIENCE



RANGE OF TOPICS



GLOBAL LEARNERS

WHAT TO EXPECT FROM TRAINING INDUSTRY COURSES



Research-based courses



Instructors with expertise



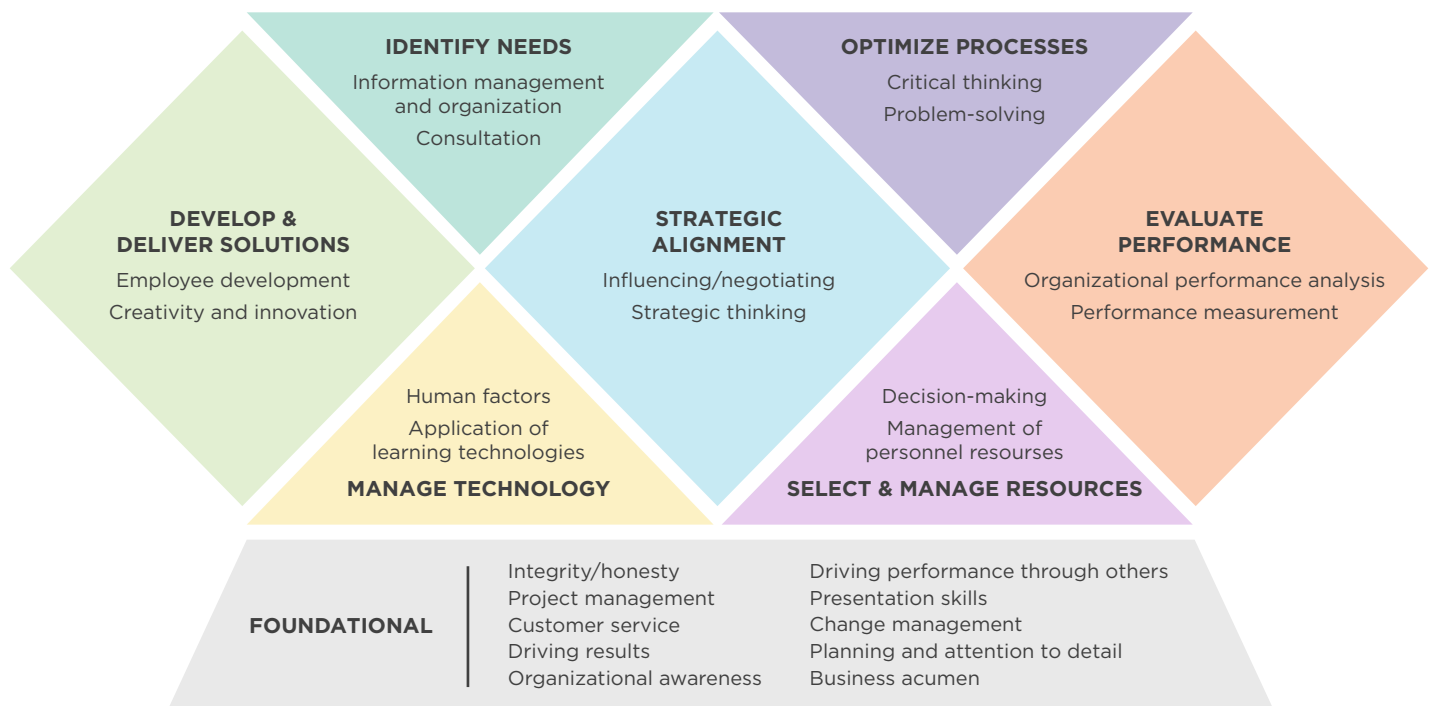
Engage with community of peers



Focused on the role of the training manager

TRAINING MANAGER COMPETENCY MODEL

All Training Industry courses are aligned to the [Training Manager Competency Model™](#).





EARN RECERTIFICATION CREDIT

Training Industry certificates are valid for **eight PDCs** for the SHRM-CP or SHRM-SCP.

This program is eligible for **seven APTD and CPTD** recertification points from the ATD Certification Institute. The amount indicated is the maximum number of recertification points a participant can receive for this program.

Training Industry certificates fulfill **eight CPTM** recertification credit hours.



Ready to get started?

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