

# Certified Courses



# ROI Seminar for Learning and Development Professionals

## INTRODUCTION

- This exciting and innovative training course on ROI Seminar for Learning and Development Professionals introduce you to the latest and best practices in training evaluation (ROI), training management and organisational learning. You will learn about how to evaluate and promote organisational learning so that your organisation places learning and development at the core of its business.
- This training course will introduce you to the latest and proven techniques in measurement, evaluation, and the presentation of your results. Your professional practice and career will be enhanced by attending this important training course.

### This training course will highlight:

- Practical approaches to measuring Return on Investment (ROI) in relation to learning and development
- Using the Kirkpatrick Model and Phillips Frameworks for evaluation
- Developing an assessment methodology
- The practical steps involved in becoming conducting evaluation
- How to write and present a technical report of your outcomes

## OBJECTIVES

### At the end of this training course, participants will understand how to:

- Demonstrate an understanding of ROI in relation to L&D
- Explain the concept of ROI in relation to training
- Use the skills of evaluation for L&D activities
- Apply appropriate skills for presenting evaluation results
- Develop evaluation suitable for a particular audience or workgroup

## TRAINING METHODOLOGY

- Participants to this training course will receive a thorough training on the subjects covered by the seminar outline with the instructor using a variety of proven adult learning teaching and facilitation techniques. Training methodology includes stimulating presentations supporting each of the topics together with interactive trainer lead sessions of discussion.
- There will also be practical sessions where participants can practice and experience related activities. Role-plays, small group work, relevant case studies and feedback will be used to facilitate learning.

## ORGANISATIONAL IMPACT

The organisation will benefit as the following:

- Staff promoting learning and development in their organisation
- Promote organisational learning organisation wide
- Improved employee learning and development
- Enhanced motivation
- Increased use of appropriate training methods throughout the organisation
- Improved employee relations

## PERSONAL IMPACT

The attendees will have the following personal benefits:

- Develop practical, transferable skills
- Understand the principles of learning and development
- Apply what is taught immediately into work practices
- Awareness and understanding of major learning and development practices
- Appreciate the complexity of organisational assessment
- Increased commitment to ongoing professional development

## WHO SHOULD ATTEND?

This training course is suitable for anyone who wishes to develop their skills in Training Management & Organisational Learning. In particular, this training course would suit:

- Anyone involved in learning & development, training, or talent management
- Professionals who need to evaluate L&D activities
- Human Resource (HR) personnel
- Anyone concerned with organisational learning

## Course Outline

### Organisational Learning

- The concept of learning and how it should fit with strategy
- The essential training cycle
- Why training evaluation matters?
- Introduction to performance measurement
- Return on Investment (ROI) methodologies

### Evaluation Stages 1 & 2: Reaction and Learning

- The Kirkpatrick Model
- Assessing formal and informal training methods against four levels of criteria: reaction, learning, behaviour, and results
- Stages 1 & 2: Methods and warnings
- Potential pitfalls of Kirkpatrick's Model
- Developing an assessment methodology

### Evaluation Stages 3 & 4: Behaviour and Results

- The Jack Philips ROI Model: Expanding on Kirkpatrick
- Stages 3 & 4: Behaviour and results
- Calculating cost-benefit analysis
- Calculating a Return on Investment (ROI)
- Measuring intangibles

### Writing & Presenting Your Technical Report

- Introduction to technical report writing
- Characteristics of effective technical writing
- The significance of the audience when writing
- Use of plain English, grammar & punctuation
- Presenting your results in person

### Key Issues for L&D Professionals

- Creating a learning organisation
- Differentiating succession management & talent management
- Nationalisation / localisation issues in training
- L&D for "Generation Z"



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