Proving Training ROI Through Evaluation

Who's driving?
Jeannie Frazier
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Jeannie is a Client Partner with FranklinCovey for the state of Nebraska. She currently works with organizations across all industries to drive results through human performance improvement. She specializes in the areas of sales effectiveness, leadership development, customer service, trust, productivity, unconscious bias, and strategy execution. Jeannie has over 19 years of experience in Learning and Development through a practitioner role with General Electric and past consultative, client-facing roles with AchieveGlobal, Wilson Learning, and Gartner. Jeannie has a reputation of being an approachable, credible resource for her customers and learning peers. She excels at bringing people together to share ideas and best practices to address company challenges. Jeannie is a Creighton University graduate who brings a successful track record, innovative and value-driven ideas, and a passion for learning that her customers appreciate.

What sites should we expect to see?
Demonstrating the return on investment (ROI) of learning efforts is a vital task that can't be skipped. It helps to justify the time, budget, and resources used for the learning. Companies aren't looking for reasons to justify learning programs; they are looking for reasons to cut them. Therefore, proving ROI is the best way to help learning professionals keep critical development programs intact. It provides the opportunity to adjust the training program along the way. Most of all, evaluating training provides the proof that L&D is a moneymaker instead of a money-taker.

What will we learn on the way?
You will learn the best approaches to take in evaluating training. The key items to be covered are:
- The difficulties in measuring training
- Defining ROI and its importance
- The variety of evaluation models and approaches
- How to formulate your evaluation strategy
- Evaluation best practices to instill before, during, and after training
- How to best evaluate learning to demonstrate ROI