



Evaluating Learning Impact Certificate

Prove the value of your learning investments.

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Certificate of Completion



Face-to-Face and Live Online Courses



3 Days to Complete or 21 Hours Online



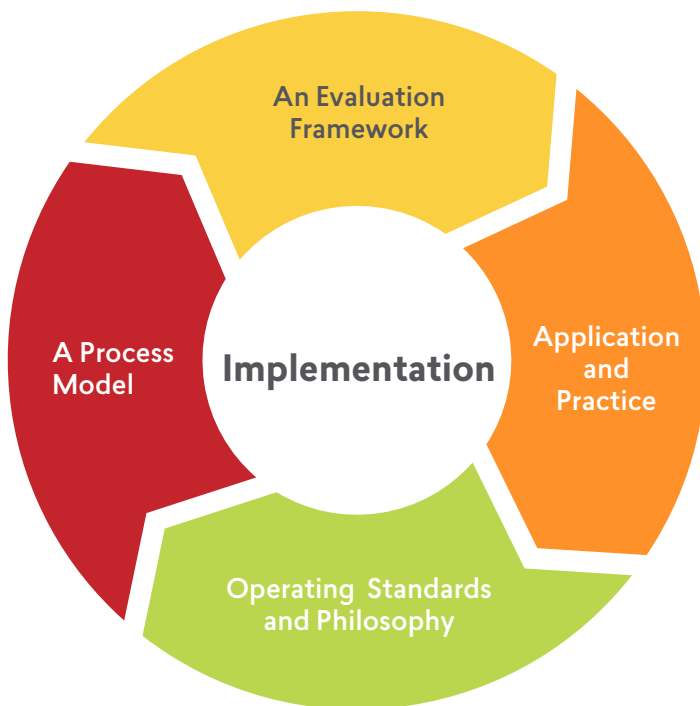
Focused on a Broad Topic Within One Area of Expertise (AOE)



On-Site Offerings Available

Develop a solid foundation in all aspects of measuring learning impact and evaluating learning and performance solutions. This comprehensive certificate program offers small group interactions, application exercises, and a running case study. Gain new skills to assess your learning programs' impact and to develop and implement your organization's evaluation strategy.

Take this opportunity to master shifting from activity-based to results-based learning, evaluation design basics, the five-level evaluation framework, and the process and standards that ensure evaluation works. Learn key questions to ask to measure participant reaction, learning application, impact, and return on investment.



Our Evaluating Learning Impact Course Model

An Evaluation Framework

- Serves as a data categorization scheme.

Process Model

- Provides each step necessary to collect and analyze data presented in the framework.

Operating Standards and Philosophy

- Provide consistent practice so results can be compared (apples-to-apples).

Application and Practice

- Provides practice with the process, but more importantly provides evidence of success with evaluation and with your programs.

Implementation

- The piece that holds it all together and the key to creating sustainable change.





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Derived From ATD Research, Backed by Our Competency Model

ATD's Evaluating Learning Impact Certificate program reflects the key knowledge and actions defined by research that anyone doing evaluation work must follow to be successful and meet business needs.

Use this program to build a foundation for your evaluation strategy. Uncover the fundamentals of measurement and evaluation of learning and performance solutions. Content covers how to make the shift from activity- to results-based learning and development programs, the basics of evaluation design, the five-level evaluation framework, and the process and standards that ensure evaluation works.

In this program you will:

- Build a credible business case for increased evaluation in your organization.
- Select appropriate strategies, measurement tools, and evaluation design.
- Collect and analyze data to explore its possible implications and communicate results to a variety of stakeholders.

After this program you will be able to:

- Identify stakeholder expectations and determine organizational readiness for measurement and evaluation.
- Develop detailed evaluation plans for specific programs and gain buy-in for the plans within the organization.
- Select effective, valid, and reliable data collection instruments to measure participant reaction/satisfaction, learning, application, and business impact.
- Analyze and interpret data to determine the impact of individual learning and performance solutions.
- Report evaluation data in a compelling and easily understood way.
- Leverage findings to increase effectiveness and provide recommendations for change.

Related Learning Offerings

ATD Master Performance Consultant™ Program

Analyze performance gaps. Deliver impactful solutions. Foster exemplary performance.

Improving Human Performance Certificate

Enhance performance with a systematic and results-based approach, driven by business results.

Integrated Talent Management Certificate

Match your talent strategy to your organizational objectives.

Measuring Return on Investment Certificate

Connect your learning investment to the business bottom line.





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COURSE OVERVIEW

INTRODUCTION

MODULE 0 Setting the Stage

MODULE 1 Measuring Reaction and Planned Action

MODULE 2 Measuring Learning

Introduction

- Learning and Application Support Tools
- Participant Key Issues Activity

Module 0: Setting the Stage

- Evaluation Readiness
- Evaluation Basics
- Matching Evaluation Levels With Objectives Activity
- Levels of Objectives
- Case Study: TechnoTel
- Timing of Measurement
- Ethics and Approach

Module 1: Measuring Reaction and Planned Action

- Measuring Reaction
- Collecting Reaction Data
- M&H Engineering and Construction Company Application Activity
- Using Reaction Data

Module 2: Measuring Learning

- Measuring Learning
- Using Level 2 Data to Forecast ROI Application Activity
- Collecting Learning Data
- Case Study: TechnoTel
- Response Scale Critique
- Question Stem Critique
- Sampling
- Using Learning Data





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COURSE OVERVIEW

MODULE 3

Measuring Application and Behavior Change
Module Objectives

MODULE 4

Measuring Business Impact Module Objectives

MODULE 5

Measuring Return on Investment

Module 3: Measuring Application and Behavior Change Module Objectives

- **Measuring Application and Behavior Change**
- **Collecting Application Data**
- **Applications of Data Collection Instruments**
- Case Study: TechnoTel (Part A)
- Case Study: TechnoTel (Part B)
- Case Study: TechnoTel (Part C)
- **ROI at Level 3**
- **Transferring Learning**
- **Transferring Learning: Gaining Support for Workplace**
- **Learning and Performance**

Module 5: Measuring Return on Investment

- **Calculating ROI**
- **Converting Data to Monetary Value**
- Five Steps to Data Conversion Activity
- **Tabulating Costs**
- **Identifying Intangible Benefits**
- Case Study: TechnoTel-Calculating ROI
- **Data Collection Plan**
- **Effective Meetings**
- **ROI Analysis Plan**

Module 4: Measuring Business Impact Module Objectives

- **Measuring Business Impact**
- **Collecting Business Impact Data**
- **Action Plan**
- **Isolating the Effects of Learning**
- **Selecting Isolation Techniques Activity**





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COURSE OVERVIEW

MODULE 6

Communicating Results

MODULE 7

Making Evaluation Work
Module Objectives

Module 6: Communicating Results

- Case Study: TechnoTel
- Organizing Data
- Communicating Results
- Sample Evaluation Dashboard
- Using Evaluation Data

Module 7: Making Evaluation Work Module Objectives

- Developing the Practice
- Strengthening the Practice
- Developing an Evaluation Strategy Plan

Additional Tools and Resources:

- Data Collection Plan
- ROI Analysis Plan
- Types of Rating Scales for Performance Tests
- Worksheet for Writing Descriptive Scale
- Performance Tests
- Worksheet for Writing Behaviorally Anchored Numerical Scale Performance Tests
- Attributes of Good and Bad Questions
- Level 3 Action Plan
- Sample Follow-Up Questionnaire
- Impact Study Outline
- Project Planning Template
- Coaching Impact Questions
- Measurement, Evaluation, and ROI Resources

What Participants Are Saying

“The most applicable course I’ve ever taken, and after only a month I’ve already begun to make changes in my organization using the techniques I learned.”

—Janice Nolan

Evaluating Learning Impact Participant





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RESOURCE SAMPLE

ROI Calculations:

ROI is calculated using the program benefits and costs. The benefits-cost ratio is the program benefits divided by cost.

$$\text{BCR} = \frac{\text{Program Benefits}}{\text{Program Costs}}$$

ROI uses the net benefits divided by program costs. The net benefits are the program benefits minus the costs.

$$\text{ROI (\%)} = \frac{\text{Net Program Benefits}}{\text{Program Costs}} \times 100$$

This is the same basic formula used in evaluating other investments where the ROI is traditionally reported as earnings divided by investment.

Program Benefits = \$750,000

Program Costs = \$375,000

What is the BCR? _____

What is the ROI? _____





Why Choose ATD As Your Professional Development Resource?

Over the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

What You Can Expect From an ATD Course

- ✓ Research- and competency-based learning with applied adult learning principles
- ✓ Hands-on practical activities
- ✓ An engaging environment that builds confidence and makes learning personally relevant
- ✓ Actionable take-home materials to ensure real application back at work

95+
Course Topics



900+
Organizations Have Trained With Us



120+
Countries With an ATD Presence



100,000+
Professionals Have Learned With ATD Education



Ready to Get Started?



Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: **855.404.2783**

Visit: **www.td.org/learningpath**



Register Online

- Visit **www.td.org/evaluatinglearningimpactcert**.
- **Choose** your preferred dates and times.
- **Click** Enroll.
- **Follow** the cart and checkout prompts.



Register a Team/ On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: **888.816.7813**

Email: **enterprise@td.org**

We Are Here to Help You and Your Team Learn, Grow, and Improve!



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