MAWA EVENTS

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ATD MEASURING RETURN ON INVESTMENT CERTIFICATE

"Learn to measure the financial and business impact of training and development programs using ROI methodology."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

The ATD Measuring ROI Certificate program equips learning and development professionals with the knowledge and skills to evaluate the effectiveness of training programs in terms of measurable business results. Participants learn how to collect, analyze, and present data to demonstrate the impact of learning initiatives on organizational performance. This course uses the Kirkpatrick Model and the Phillips ROI Methodology, helping professionals quantify the value of training and communicate results to stakeholders effectively. By the end of the program, participants can confidently measure learning outcomes, justify training investments, and link development programs to business objectives.

Objectives

- Understand the principles of evaluating training effectiveness and ROI.
- Apply the Kirkpatrick Four-Level Evaluation Model (Reaction, Learning, Behavior, Results).
- Use the Phillips ROI Methodology to calculate the financial return of learning programs.
- Collect and analyze qualitative and quantitative data to measure training impact.
- Build ROI calculation models that demonstrate the value of learning investments.
- Communicate ROI findings effectively to stakeholders and leadership.

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Why Attend

- Gain the ability to measure and demonstrate the value of training initiatives.
- Learn how to justify learning and development budgets with concrete data.
- Improve decision-making regarding training investments and program improvements.
- Enhance credibility as an L&D professional by linking learning to measurable business outcomes.

Target Audience

- Learning and Development (L&D) professionals responsible for training evaluation.
- HR professionals involved in talent development and performance improvement initiatives.
- Organizational leaders and managers who want to measure the impact of development programs.
- Consultants and training providers seeking to demonstrate the business value of learning interventions

Individual Benefits

- Acquire practical skills to evaluate learning programs and calculate ROI.
- Understand methods for collecting and analyzing data from training initiatives.
- Improve ability to present ROI findings in clear, actionable terms to leadership.
- Develop a structured approach to continuous improvement of learning programs.

Organizational Benefits

- Organizations gain measurable insights into the effectiveness of their training investments.
- Support better alignment of L&D programs with business goals.
- Improve resource allocation and decision-making for learning initiatives.
- Increase accountability and credibility of training programs across the organization.

Instructional Methodology

- Interactive lectures and guided discussions on evaluation models.
- Hands-on exercises to calculate ROI using real or simulated training data.
- Case studies demonstrating successful ROI implementation in organizations.
- Workshops to design evaluation plans and ROI calculation models.
- Group activities to practice presenting ROI findings effectively to stakeholders.

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Course Outline

1. **Introduction to Training Evaluation and ROI**
   - Importance of evaluating learning programs.
   - Overview of Kirkpatrick's Four Levels of Evaluation.
2. **Collecting Data for ROI Measurement**
   - Designing data collection instruments.
   - Collecting reaction, learning, and behavior data.
3. **Calculating ROI Using Phillips Methodology**
   - Converting program results into monetary value.
   - Cost-benefit analysis of learning initiatives.
4. **Analyzing and Interpreting Results**
   - Techniques for accurate analysis of qualitative and quantitative data.
   - Adjusting for external factors that impact results.
5. **Communicating ROI Results**
   - Reporting ROI to stakeholders effectively.
   - Visualizing results to support decision-making.
6. **Practical Exercises and Case Studies**
   - Hands-on calculation of ROI for sample programs.
   - Real-world case studies illustrating ROI implementation.

Certification

Participants will receive the ATD Measuring ROI Certificate upon successful completion, validating their ability to measure the financial and business impact of learning and development programs.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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