

MEASURING AND MAXIMISING TRAINING ROI

“Transform Learning Investments into Tangible Business Results.”

Schedule

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

► **Available delivery methods:** In-House Training

Introduction

In today’s competitive business environment, organizations invest heavily in employee learning and development. However, without a clear understanding of how these programs contribute to organizational performance, training often becomes a cost center rather than a value driver.

Measuring and Maximising Training ROI is a results-focused program designed to equip HR, L&D, and business leaders with the tools, methodologies, and strategies to evaluate and enhance the impact of training initiatives. Participants will learn how to quantify training outcomes, link learning to business performance, and apply the Kirkpatrick and Phillips ROI Models to ensure that every training investment delivers measurable returns.

This practical course provides a structured framework to evaluate training effectiveness, identify performance gaps, and implement strategies for continuous improvement — turning learning into a measurable strategic advantage.

Objectives

By the end of this course, participants will be able to:

- Understand the concept and importance of measuring training ROI.
- Identify and apply key models of training evaluation, including Kirkpatrick’s Four Levels and Phillips’ ROI Methodology.
- Design evaluation tools and data collection instruments for training measurement.
- Calculate the financial return on training investment using ROI formulas.
- Link training outcomes to organizational performance indicators.
- Develop metrics and dashboards for ongoing learning impact assessment.
- Build business cases to justify learning investments.
- Implement strategies to maximise ROI through alignment, relevance, and sustainability of training programs.

Why Attend

This course provides the critical skills required to prove — and improve — the value of training. As organizations demand accountability from their learning functions, professionals who can measure, analyze, and enhance training impact stand out as strategic business partners.

You'll learn to translate learning data into business intelligence, ensuring your programs are not only effective but also indispensable to organizational success. Whether you are in HR, L&D, or operations, this course empowers you to bridge the gap between training activities and measurable performance outcomes.

Target Audience

This course is ideal for:

- HR and Learning & Development Professionals
- Training Managers and Coordinators
- Corporate Trainers and Facilitators
- Organizational Development Practitioners
- Business Unit Leaders and Department Heads
- Performance Consultants and Talent Development Specialists
- Anyone involved in evaluating, managing, or delivering training programs

Individual Benefits

- Gain practical expertise in applying ROI and evaluation models to real training programs.
- Learn to present credible, data-driven results to senior management.
- Enhance your analytical, reporting, and decision-making capabilities.
- Develop skills to link learning outcomes directly to performance and productivity.
- Increase your professional credibility and career advancement opportunities.
- Transform into a strategic L&D professional who drives measurable business value.

Organizational Benefits

- Optimize training budgets and improve investment decisions.
- Build a culture of accountability and performance-driven learning.
- Strengthen the link between employee development and organizational goals.
- Improve training design, delivery, and impact through evidence-based analysis.
- Enable leadership to make data-informed learning and development decisions.
- Demonstrate tangible returns on training spend to stakeholders and executives.

Instructional Methodology

The course uses a highly interactive and practical approach, including:

- Case studies from leading organizations
- ROI calculation workshops and exercises
- Group discussions and simulation-based learning
- Templates and tools for evaluation planning and data collection
- Hands-on practice with real or simulated training data
- Action planning for immediate implementation at work

Course Outline

Module 1: Introduction to Training Evaluation and ROI Concepts

Module 2: Understanding the Kirkpatrick Four-Level Model

Module 3: Phillips ROI Methodology – Adding the Fifth Level of Evaluation

Module 4: Identifying Training Needs and Setting Measurable Objectives

Module 5: Data Collection Methods – Surveys, Tests, and Performance Metrics

Module 6: Converting Training Results into Monetary Values

Module 7: Calculating ROI: Formulas, Analysis, and Interpretation

Module 8: Reporting Results and Communicating Value to Stakeholders

Module 9: Strategies for Maximising ROI – From Design to Delivery

Module 10: Developing a Continuous Improvement Framework for Training Impact

Certification

Upon successful completion, participants will receive a Certificate in Measuring and Maximising Training ROI, signifying their ability to apply advanced evaluation techniques and demonstrate the tangible business value of learning initiatives.

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?

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