

2-day Course in August 2015
Training Evaluation and ROI

Why you should attend

Having difficulty demonstrating to business leaders that your training is applied in the work setting and influences improvement in business measures (KPI's)? Need to learn how to apply Kirkpatrick's Levels 3 and 4 evaluation? What about ROI? What about learning how and when to do both? In today's economic environment, business impact and return on investment (ROI) of learning solutions is more important than ever. Senior leaders in business and government agencies want to know if and how learning is impacting the organization. During this 2-day workshop you will learn to apply a credible step-by-step methodology to conduct post-training analysis and evaluation of training effectiveness and its real contribution to the organization.

Walk away with practical tools you can quickly and inexpensively apply to business strategies and learning solutions. You will also receive a color fold-out measurement and ROI job aid and a graphic visual alignment learning map. You will be able to collect performance results data, analyze causal influence and sustained impact, determine tangible and intangible business impact and calculate the return on investment (ROI). Learn how to apply the ROI Quality Analysis tool to: 1) Address 7 key questions to discover how ROI can be deceiving, 2) Identify evaluation flaws and how to determine the true quality of ROI, and 3) Communicate the contribution and real value to senior leaders and clients. You will learn best practices regarding Levels 3, Level 4 and ROI evaluation. While learning and practicing these skills, you will also learn how to apply a performance-centered framework to partner and talk performance with clients and senior leaders.

Meet the Expert: Ron Drew Stone

What you will like about Ron: Ron takes a keen interest in his students and the problems they encounter in the work setting. He will go to great lengths to answer questions. He is passionate about measurement but he is not obsessive about ROI because ROI can be deceiving. He will teach you and give you the tools to measure application in the work setting, improvement in business outcomes (KPI's), and if you choose to measure ROI, he will show you how and when to do that too. He gives you the tools and job aids that make measurement practical and easy to use. Ron is the best at breaking things down so they can be easily understood and applied. He has been there and done that in the business world and in government agencies. He has active clients in the Asia Pacific Region. He writes the books, he teaches how to do it and he coaches and consults. Ron is highly accessible. He can always be reached by email or phone to provide advice and guidance.

Registration is from 08.30 for a 09.00 start.

Day 1 (Thursday 20 August 2015)

9.00 – 17.30

Participants will share their background to allow optimum exchange

How to enhance results and improve the business outcome of training

- Top 10 reasons why people do not apply what they learn – even when they know how.
- Using companion strategies to influence learning transfer to the work setting.

Successful client consultation – Discussing performance and determining appropriate evaluation level (Level 1 through level 4) based on organization goals and priorities

- Performance-Centered Framework: Using this tool to educate and talk with clients and senior leaders about training and performance.
- Four components of evaluation framework to assess training effectiveness.
 - Level-1 Initial Reaction; Level-2 Readiness (Learning); Level-3 Execution; Level-4 Business Outcome and ROI.
- Practical activity: Influencing companion strategies and active management reinforcement (AMR).

Aim for alignment and results

- Linking hard and soft measurement data to the business.
- Practical activity: Identify how your training links to the business. Teams brief to class.

Best practices to collect follow-up performance data

- The twelve guiding principles of data collection, analysis and reporting.
- Activity: Eight best practice methods to collect credible data.
- Focus groups, Interviews, Observation and Questionnaires.
- Ten typical data collection sources and the credibility of each.
- Practical activity: Identify approaches (why, how and when) to collect baseline and follow-up data.
- Practical activity: Developing twelve key follow-up questions to collect performance data.
- Case scenario: Analyzing data and calculating ROI using an Action Planning process.

DAY 2 (Friday 21 August 2015)

9.00 – 17.30

Best practices to analyze and adjust results for causal influence

- Practical activity: Case scenarios of three credible methods to determine causal influences.
 - Comparison groups, Conditional trend analysis and Credible source estimates.
- Practical activity: Utilize job aid to make causal influence decision.

Best practices to analyze and adjust results for sustained impact

- How and why three sustaining adjustments influence the credibility of any ROI evaluation.
- Practical activity: Case scenarios identifying/discussing how to determine sustained impact.
 - One-time impact, Recurring impact and Turnover loss adjustment.

(Program Agenda continued)

Best practices to assign monetary values to data

- Three credible approaches to assign monetary value to business outcome data.
 - Known values, Value by association and Credible source estimates.
- Case scenario: Determining the value of a unit of performance.

Best practices to analyze tangible and intangible (non-ROI) results

- Practical activities:
 - Calculating the required improvement factor.
 - Assigning monetary values to intangible performance data.

Best practices to identify fully loaded costs of the training solution

- Differentiating direct costs and pro-rated costs.
- Practical activities: Identifying fully loaded costs and direct and pro-rated costs.

The deceiving nature of ROI and how to perform a ROI quality analysis – The Acid Test

- Analyzing the seven key variables that influence the quality and magnitude of ROI calculations.
- Practical activity: ROI Quality Analysis – Teams apply tool to analyze credibility & quality of ROI in case scenarios.
- The dos and don'ts of calculating and reporting ROI.
- Practical activity: Teams finalize and present their learning map.

Ron Drew Stone Biography

Center for Performance and ROI



Ron's proven experience: Ron Drew Stone is an author, international consultant, presenter, coach and one of the world's most recognized and accomplished authorities on improving performance and measuring results. He is President of the Center for Performance and ROI. He has over 25 years of diverse experience in economic development, training and the human resource function. He was a training director for 17 years. He has conducted over 300 business impact studies and directed hundreds more through coaching. He has certified and coached clients

on five continents on how to successfully implement a credible and systematic measurement and ROI methodology. Ron is currently working with clients in the USA and the Asia Pacific region to conduct measurement and ROI studies. Ron has published numerous articles and case studies and authored five popular books on: aligning training with the business, conducting training needs analysis and measuring business outcomes and ROI of training.

He received the Pioneer Award from the Alabama Healthcare Council for his leadership of a three year major change initiative. He served three terms as Chair of the Edison Electric Institute's Executive Leadership Program for senior officers in the electric utility industry. He has served on the steering committee and faculty for the University of Alabama Human Resource Development program and also designed executive programs for the University of Georgia and Auburn University. Ron is a certified change consultant and a certified measurement and ROI practitioner (CMRP). He holds copyrights and trademarks on his Measurement and ROI Process, his Performance Alignment and Linkage Process and his Situational Needs Assessment Process.

REGISTRATION FORM

Please return this form:

By email: dxue@pharmaguys.com or jenny.wang@pharmachinaonline.com

By fax: +86 10 84476110

I wish to register for:

Training Evaluation and ROI by Ron Drew Stone

Dates: August 20 - 21, 2015

Investment: CNY 12,800

Place: TBD, Shanghai, China

Registration Details:

Name: Job Title:

Company:

Address:

Telephone: Fax:

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Authorized signature: Date:

Discount Polices:

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- 2-4 weeks, 75% of the fee is refunded
- Less than 2 weeks, replacements or program transfer only

We will confirm the course opening two weeks in advance of original schedule and reserve the right to cancel or postpone the course should there be insufficient participants.