

PROFESSIONAL DEVELOPMENT DAY

INNOVATION AMPLIFIED POWER YOUR POTENTIAL

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Level Up Your Organization's Measurement & Evaluation Culture

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Measurement and evaluation serve as the backbone of a good training organization. But how many of us have it engrained into our culture and learning and development process? Creating a culture that values and leverages training data into their decision-making can be challenging. Getting training leaders and stakeholder buy-in is paramount for a culture transformation. During this session, we will share practical steps we have taken and the lessons we have learned to become a more data-driven learning and development team. Learning surveys are a staple in the learning and development industry. According to a 2019 ATD research study, 83% of organizations evaluate some training programs at Level 1, but only 35% view their data as being valuable. Are you using your Level 1 surveys to your advantage? We will spend part of this session exploring a case study on how you can transform your surveys to get meaningful and insightful data that you and your stakeholders value.

Objectives

- Benchmark your organizations use of Kirkpatrick's four levels of evaluation.
- Practical steps you can take to change your organizations culture around measurement and evaluation and use of training data.
- Write survey questions that will provide you and your stakeholders with actionable insights.
- Analyze survey data and calculate metrics that resonate with stakeholders.

