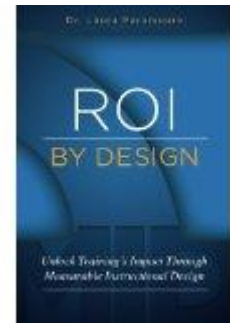




ePARAMUS™

ROI By Design®



Connecting Learning to Business Outcomes

Challenge for Learning Leaders?



Understand how training contributes to organizational success.

Providing leadership the data on how training impacts organizational goals.

Measurement & Evaluation Strategy



A Measurement and Evaluation Strategy for learning is your *Quality Assurance* program and requires three things:

1. A measurement method to follow
2. A means to collect learning's results
3. A means to generate reports on results

A Quality Assurance Strategy



To be effective needs:

- 1. Standardized learning design so results can be measured, diagnosed, and repaired**
- 2. The ability to distinguish between learning results and transfer results**
- 3. A means to verify progression from learning to ROI**

Learning What and How



What we can impact...



How results are seen/judged



Learning What and How



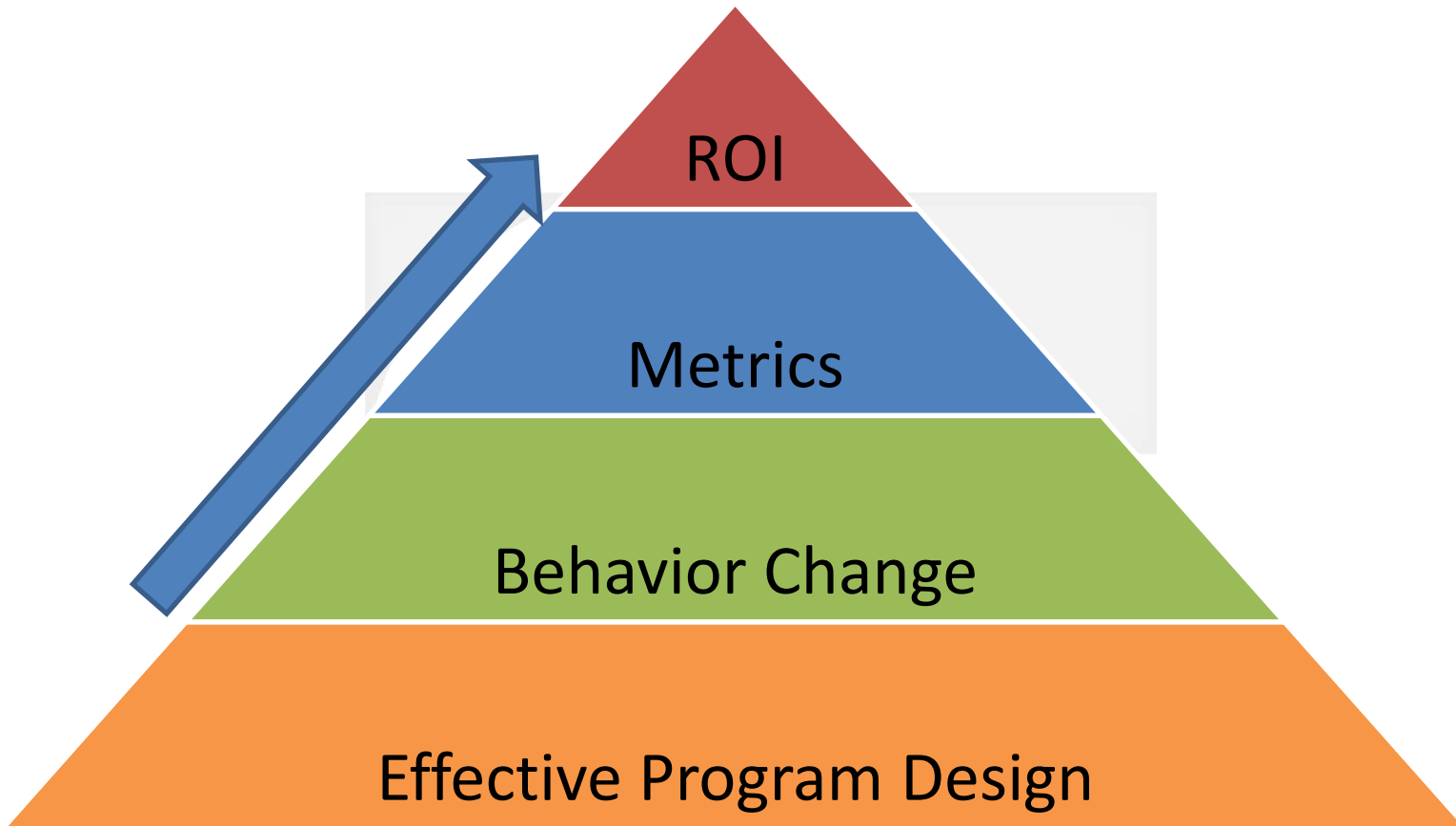
What we can impact...



How results are seen/judged



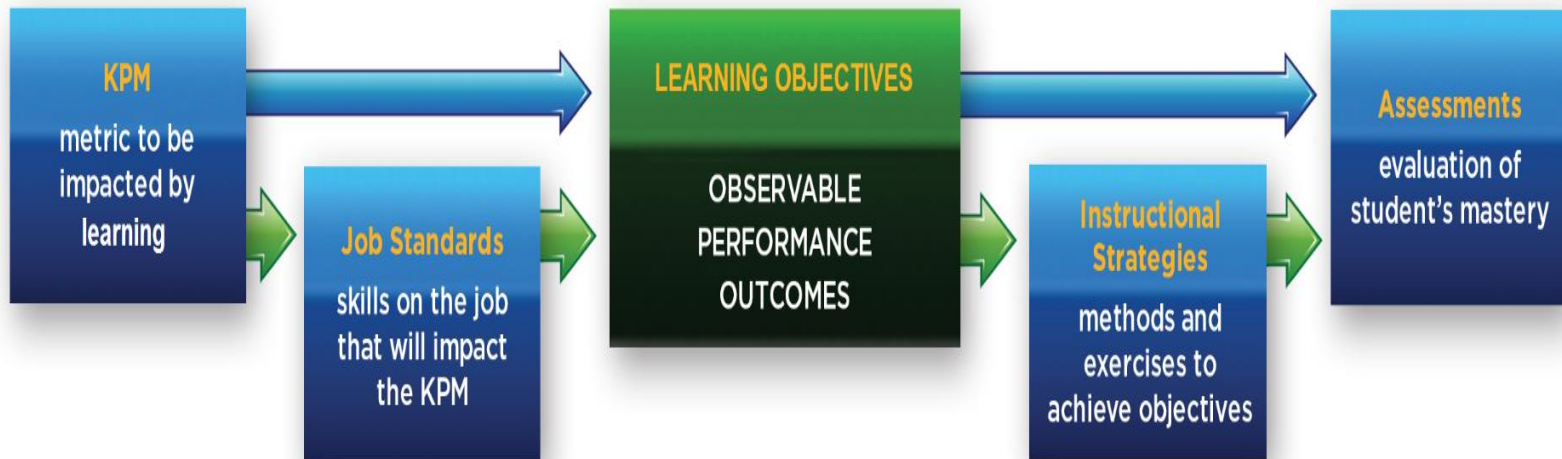
Progression to ROI



First Use Focused Design

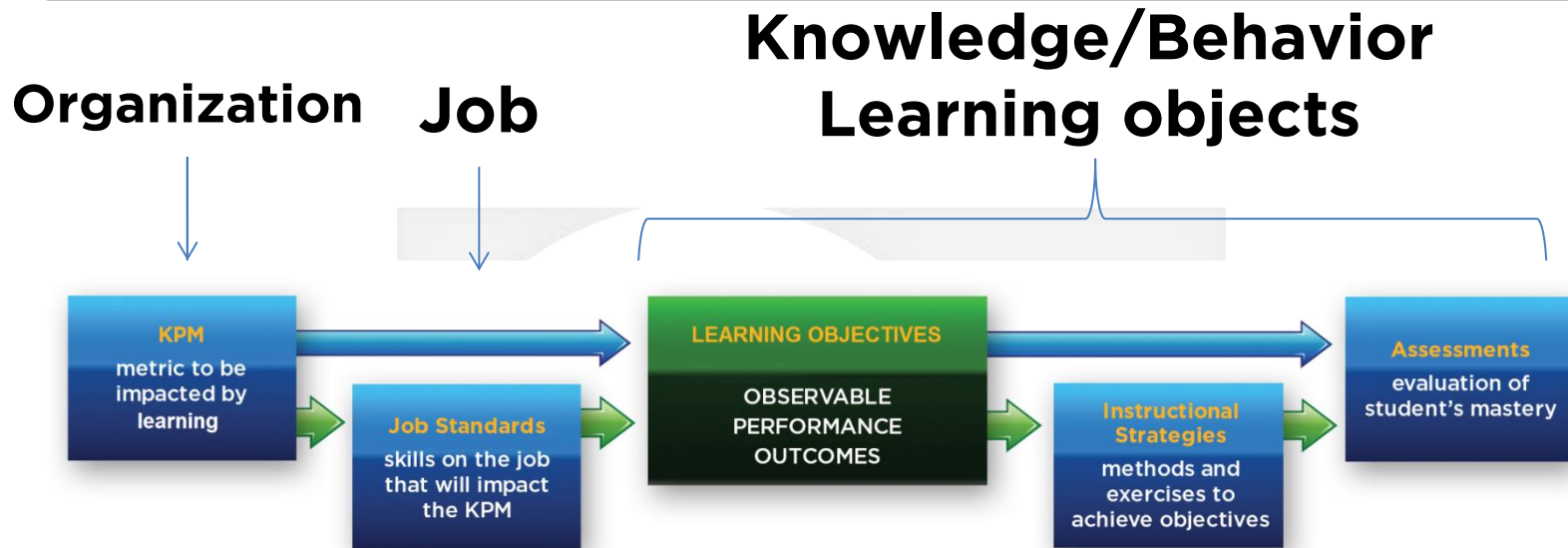


Measurable Instructional Design (MID) Process



Create learning that is standardized, measurable, and repeatable

MID - Incorporate expected results into your design



The chain of evidence connecting learning to the job and the organization

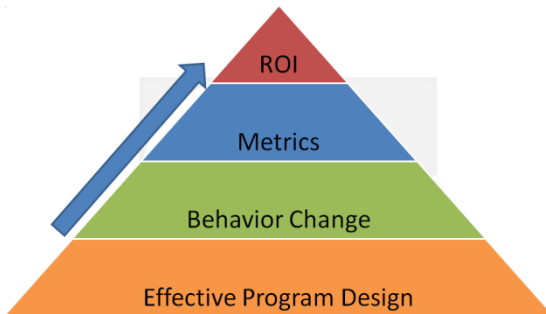
Design is Key to success - Quote



“The results indicate that the design of a training programme has the strongest impact on post-training job performance, along with trainees’ self-efficacy and post-training behaviour.”

**Reference: Employee post-training behaviour and performance: evaluating the results of the training process - September 2014
by: Anastasios D. Diamantidis and Prodromos D. Chatzoglou**

What does measuring behavior in learning tell us?



If learning design created a behavior change that improved performance

Why is behavior change a good measurement for learning?



WHY ?

All business stakeholders can quantify and understand behavior change

Business improvement only happens when people **do** something differently

Calculating Financial ROI



Net Program Benefits - percentage change of the metric converted into dollars

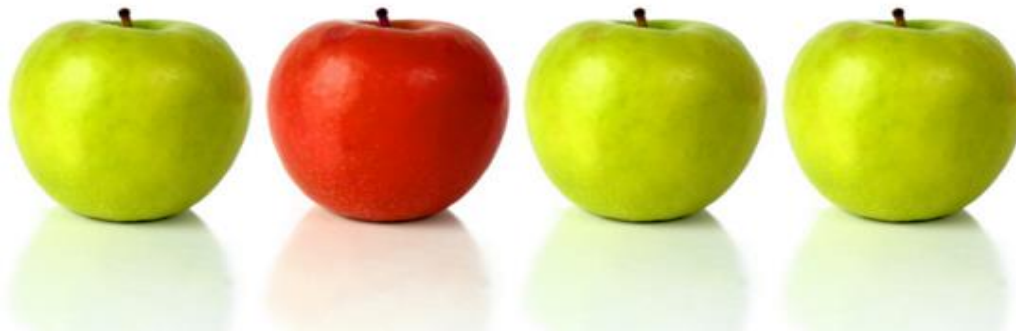
Program Cost - dollar cost of the training course
(materials, travel costs, trainee's loss of work time)

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

Challenge for showing ROI?



How do we know learning made the difference in the metric?



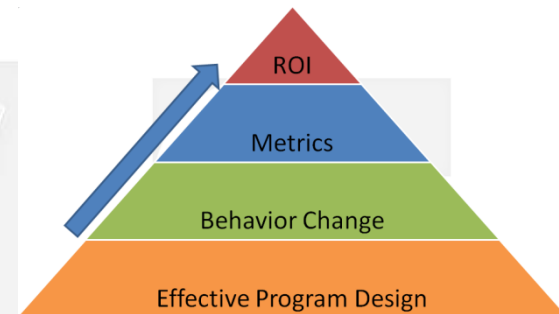
Your metrics? How do you know the impact?

Solution?

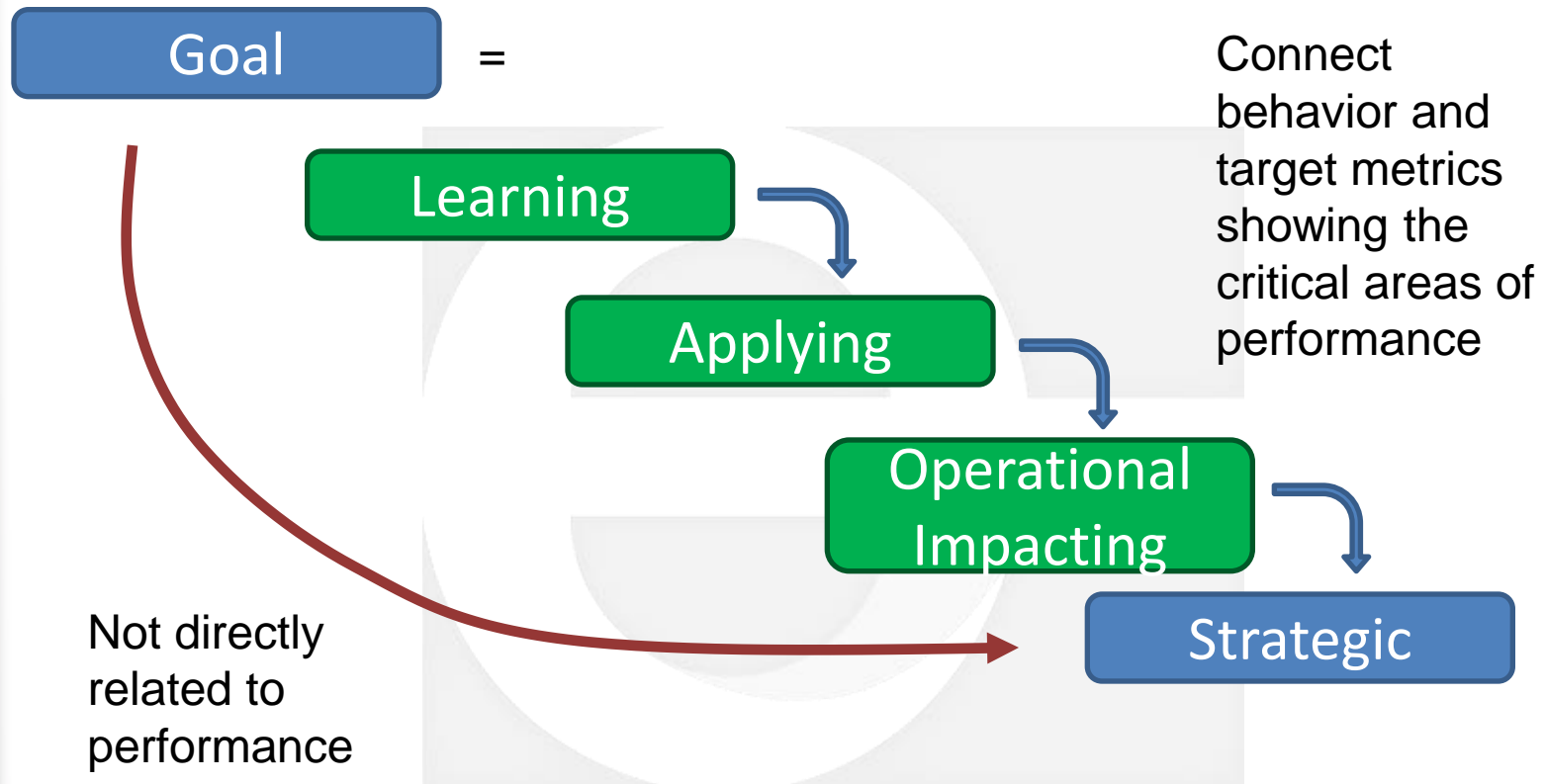


1. Choose metric that reflects a critical area of performance

2. Show contribution - Acquiring K/S + applying K/S = changing behavior that changes a KPM



The Right Progression



Accepted Levels of Evaluation



Where we show impact....

- 1 - Reaction
- 2 - **Learning** (learning behavior)
- 3 - **Job Performance** (applying behavior)
- 4 - **Organization Metrics** - (showing impact)

Types of Learning Results



Knowledge Assessments

- Provides confirmation of *understanding* concepts

Behavior Assessments *Change Happens*

- Provides confirmation of *ability to apply* concepts

Knowledge and Behavior Assessments

- Provides both understanding, ability to apply, and enables complete diagnostics of results

Learning phases and how they are assessed/verified



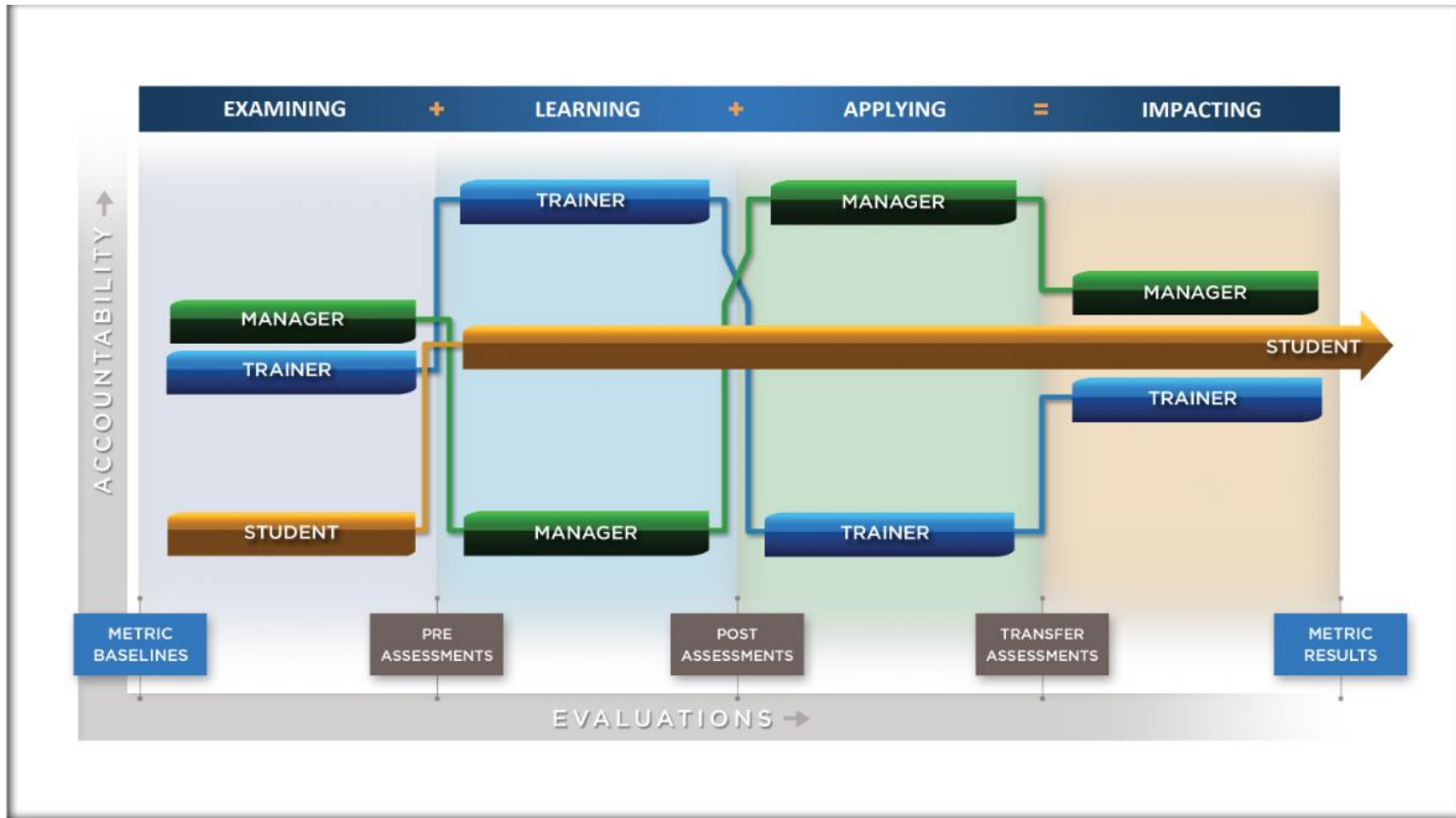
Examining - what is existing (**pre assessment**)

Learning - what is learned (**post assessment**)

Applying - what is applied (**transfer assessment**)

Impacting - what is the organizational impact (**pre/post metric**)

ROI By Design- Accountability



Use Survey? NO!



Two meta-analyses found that surveys (smile sheets) were correlated with learning results with a correlation of $r = .09$

Correlations below $r = .30$ are considered weak

Its like correlating smartphone usage with hair color!

**Reference: Are Smile Sheets Supported by Research?
September 17, 2015 - by: [Will Thalheimer](#)**

Check Points



Class Level and Individual Level

1. High Pre Assessment
2. Low Post Assessment
3. Low Transfer Assessment
4. Metric change

Pre Level 75%



Post Level at 50%



Transfer at 55%



Review Results



Questions?



Thank YOU!

Laura Paramoure

lparamoure@eparamus.com

919-926-1515

www.eparamus.com

twitter: @eParamusLLC

Blog: <http://www.eparamus.com/blog/>