

# HOW TO MEASURE EFFECTIVENESS OF YOUR LEARNING PROGRAM

There is a rising interest in the impact of training and a drive to understand the benefits. To track success, many Learning & Development professionals measure results against Kirkpatrick's four levels of evaluation: Reaction, Learning, Behavior and Results.

*\*The following examples are direct results from our client in the automotive industry*

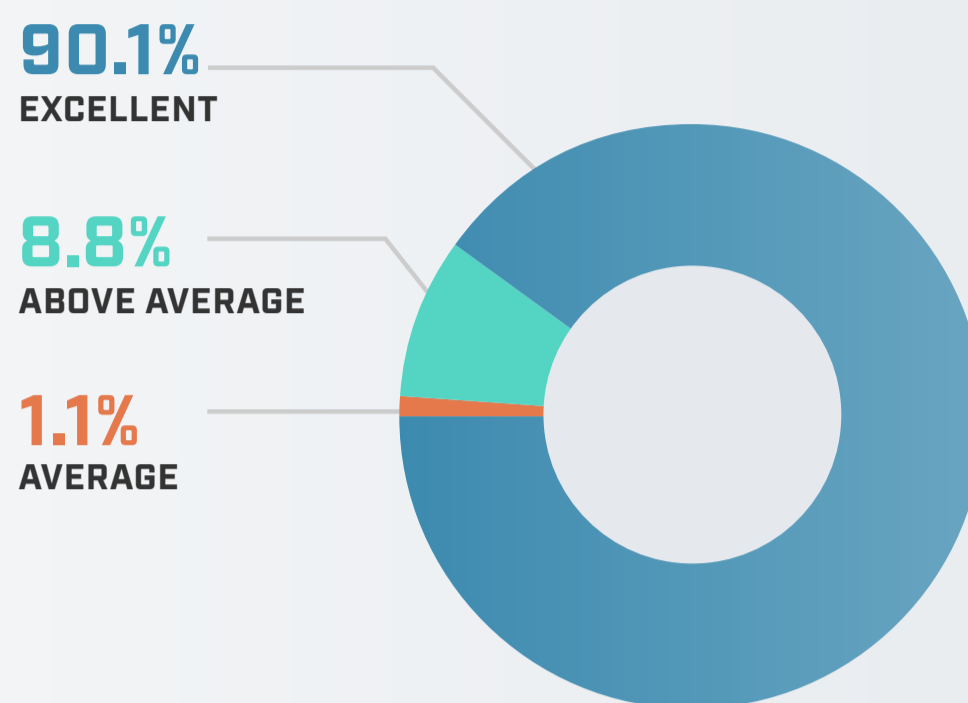
## 1

### REACTION

Measure whether learners find the training engaging, favorable, and relevant to their jobs

Overall, how would you rate the effectiveness of the training?

Overall, how would you rate the effectiveness of the training?



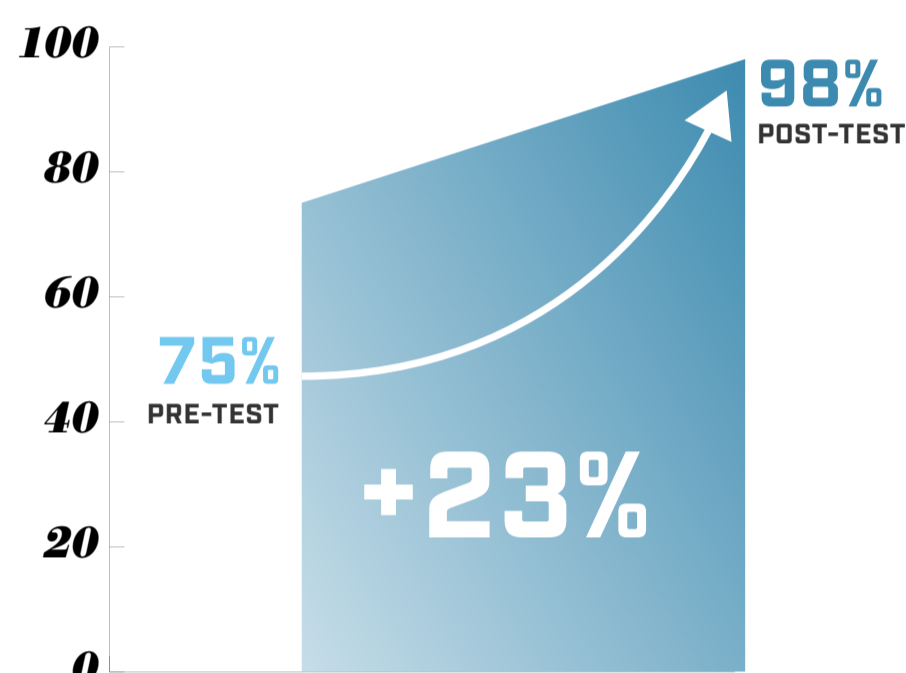
## 2

### LEARNING

Gauge the learning of each participant based on whether learners acquire the intended knowledge, skills, attitude, confidence and commitment to the training

Average pre-test scores were **75%** and average post-test scores were **98%**, with a gain of **23%**.

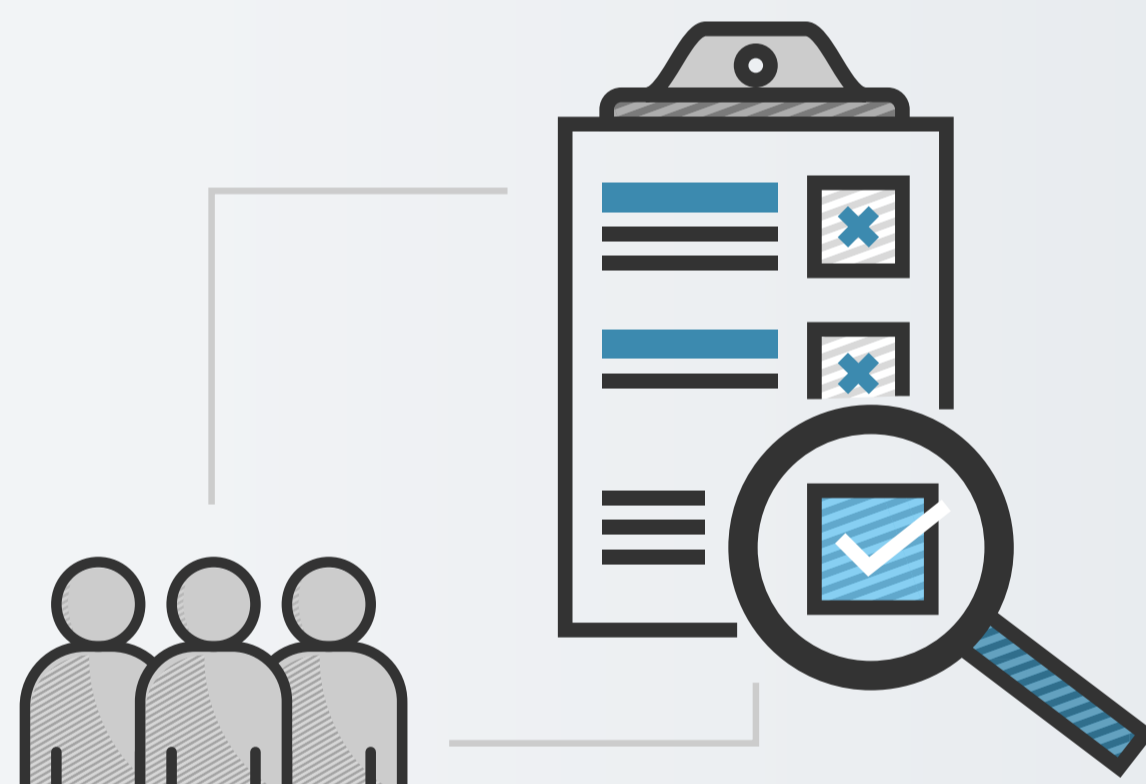
Average pre-test scores and post-test scores were improved.



## 3

### BEHAVIOR

Analyze whether participants were truly impacted by the learning and if they're applying what they learn.

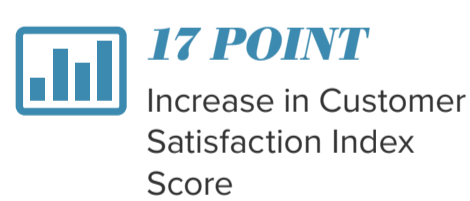


## 4

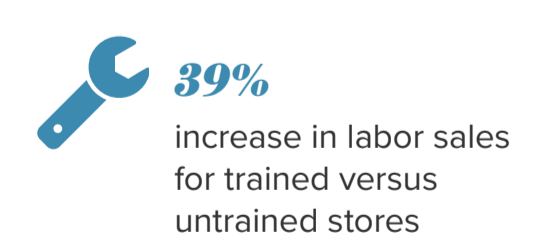
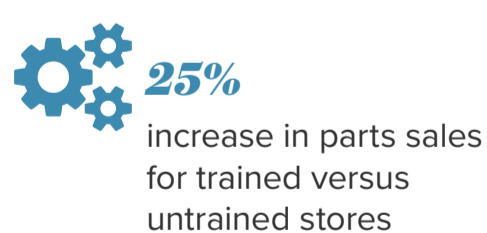
### RESULTS

Measure the learning against an organization's business outcomes—common business objectives include higher return on investments, less workplace accidents, and larger quantity of sales.

A CLIENT IN THE AUTOMOTIVE INDUSTRY SAW RESULTS IN THEIR CUSTOMER SATISFACTION:



THIS ORGANIZATION'S TRAINED STORES OUTSHINED THEIR PEERS:



Want to learn more about measuring the effectiveness of your learning program?

VISIT [ARDENT.COM/EFFECTIVE-LEARNING-PROGRAMS](http://ARDENT.COM/EFFECTIVE-LEARNING-PROGRAMS)

Ardent