

HOW DO I KNOW MY TRAINING IS EFFECTIVE?

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As a training buyer or corporate decision maker, you have a tough job ahead of you. You need to weed through all of the many training courses, vendors, specialists, providers, etc. to select and implement the right training and development for your company. Whether your company has just a few employees or thousands, you want to make sure what you selected has value, makes a difference, ensures behavior change and results happen. How can you know that what you bought and implemented will do just that?

As the former National Director of Sales Training for Verizon Wireless, I had the opportunity to work with the best vendors and suppliers in the business – from the very small to the top tier of outsourcing companies. One of the challenges facing my peers and I was always – “is it going to work?” Or, “is it going to do what we hope it will do?”

Based on my twenty plus years as a training and development professional, the most important thing you can do is to “begin with the end in mind” as Stephen Covey would say. When you are selecting or customizing a new training program, work with the vendor-supplier to make sure you have identified activity-based course objectives and provide testing to assess the participants’ learning at a minimum. Without active verb based objectives where you can test if the objectives were achieved, you cannot know if even the course does what you say it will do for the learners. Without pre and post class testing (i.e. using the same test), you cannot measure the actual knowledge of the learners based on the objectives.

However, nowadays those measures are not enough. Level 1 (i.e. learners’ reaction to the training a.k.a. “smile sheets”) and Level 2 (i.e. pre and post testing of knowledge) are now just table stakes. Executives and internal client stakeholders require that their investment in training and development achieves at least behavior change or some return on investment. Partnering with the right outside consultants and specialists to accomplish level 3 (i.e. behavior change) or 4/5 (i.e. business impacts to ROI) measurement is critical. Organizations can spend a great deal of money to measure their programs after they have been launched and implemented. This is upside down thinking. Instead, when training programs are being redesigned, customized, updated or originally designed, work with your training suppliers and vendors to determine how you will measure the effectiveness of the programs upfront. The problem today is that many training content providers are not well versed in the art of level 3 (i.e. behavior change) or levels 4-5 (i.e. business impact and ROI) measurement.

So, what do you do as a buyer or user of training and development? How do you know your training is effective? You need to partner with the right consultants with the corporate experience and background to translate your learning effectiveness and course assessment needs with the right solutions for your company. You need to vet the vendors for this competency and ask for samples of their measurement and learning effectiveness work.

For more information about this topic, please contact me at Karen@EffectiveSalesStrategies.com or visit our website at www.EffectiveSalesStrategies.com.

ABOUT EFFECTIVE SALES STRATEGIES

In today's tough economic times, companies are looking for ways to increase sales, overall revenues, productivity and effectiveness without spending a fortune. Small and large organizations want access to thought leadership and need to supplement their resources with consultants to save overall costs.

Effective Sales Strategies is a strategic consulting firm providing organizations with successful sales, marketing, training and human capital strategies increasing their top and bottom line results. We have over 20 plus years of practical, proven and award-winning experience translating into specific, measurable results for your company.

In this challenging business climate, you need a tested, award-winning partner to help you create and sort through your options and enable you to **TRANSFORM YOUR BUSINESS AND SUCCEED NOW.**

Karen and her team listen to your desired business goals, create customized deliverables for your company and transform them into achievable results. ***Karen and her team of experts can do the same for you! Why not contact her today and start down your road of success?***

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