



Panel: Implementing Serious Evaluation Strategy

M105



Speakers



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What is Serious Evaluation

- Evaluation that focuses on what happens after the laptop or classroom
- Having as much concern about the contribution of participants as the happiness of participants
- Providing data that convinces top administrators and executives that learning is an investment not a cost
- A proactive system that designs for, and delivers, impact
- Having evaluation data that influences funding decisions

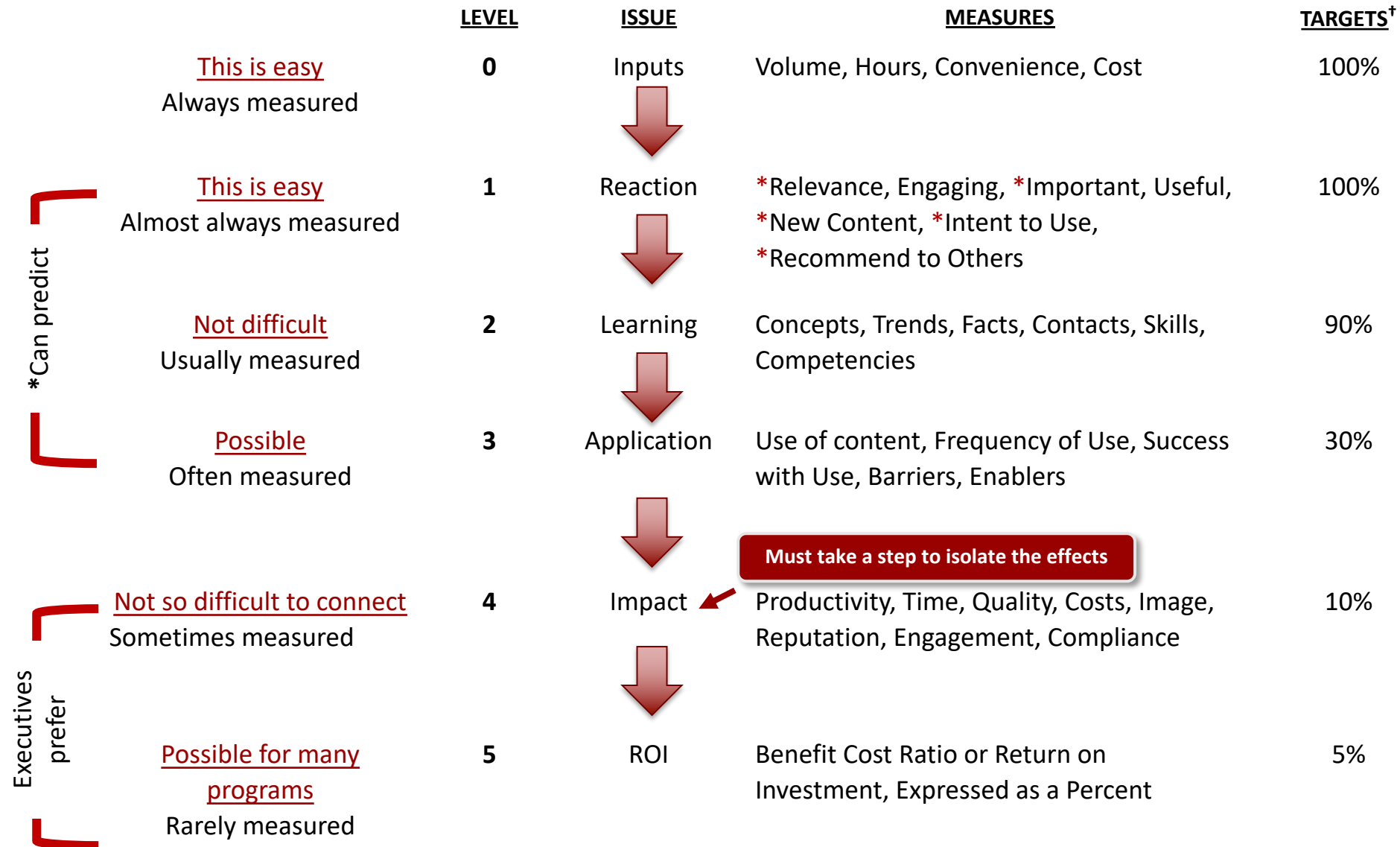


Why Serious Evaluation is Needed

- Influence
- Commitment
- Support
- Funding



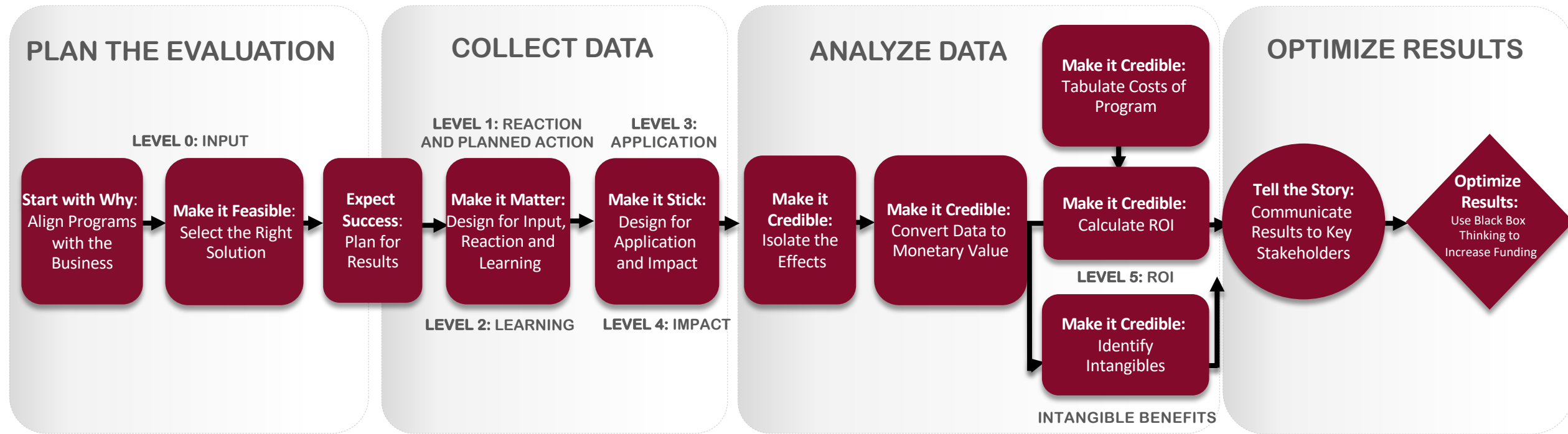
The Value Chain



[†] Best Practice: Percent of programs evaluated at this level each year.

The ROI Methodology®

Designing for the Delivery of Business Results



What Gets in the Way?

Serious Performance Challenges

**Which of these
are mostly true
or mostly
false?**



Issue	% True
1. Most learning is wasted (not used after a program is conducted).	78%
2. The learning outcome desired by executives is rarely measured in organizations.	89%
3. Most learning providers do not have data that shows they make a difference in the organization.	81%
4. Most executives see learning as a cost and not an investment.	93%

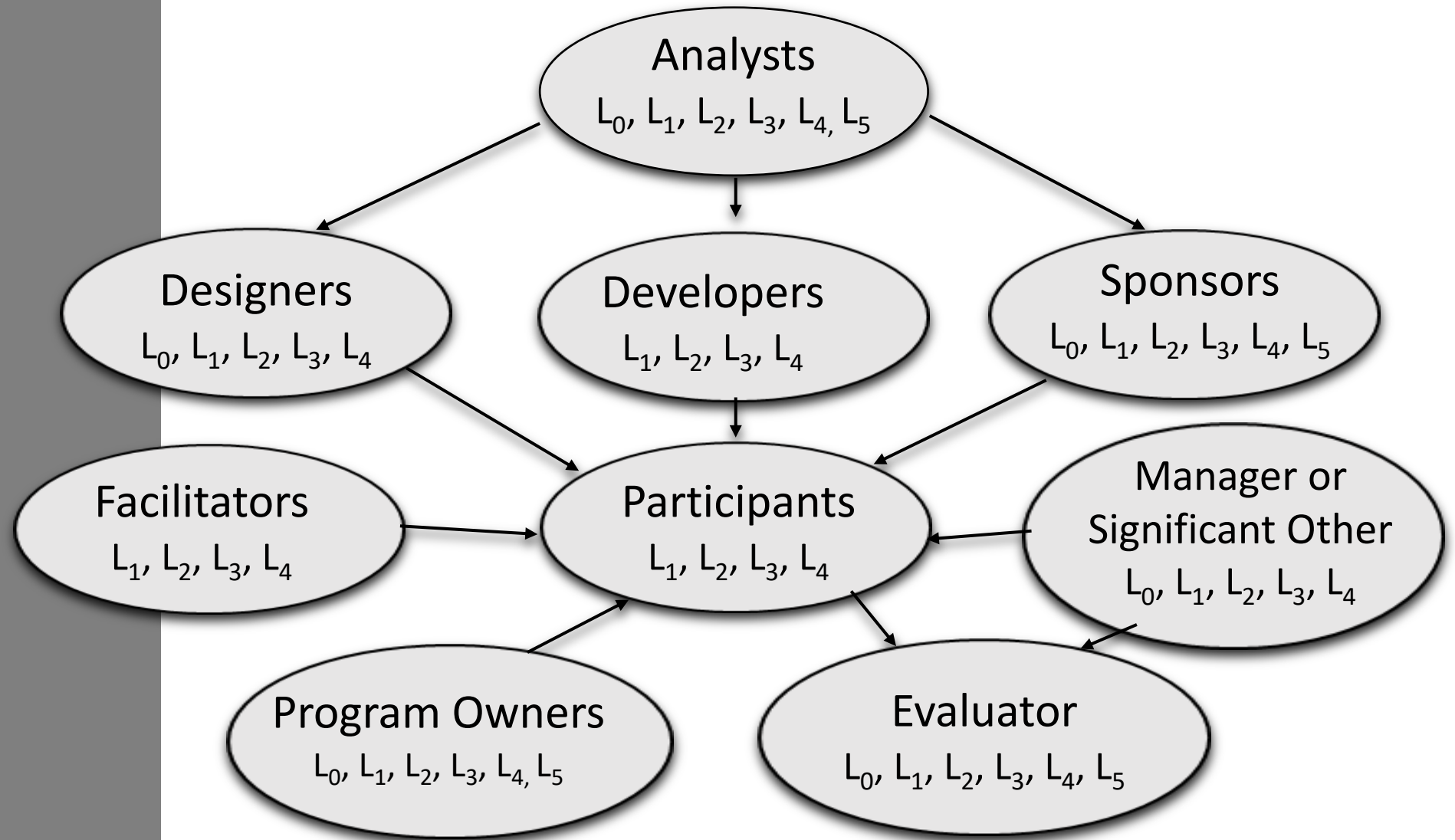
The Team's Reaction to the Evaluation Experts:

- I don't have time for additional measurement and evaluation.
- An unsuccessful evaluation will reflect poorly on my performance.
- A negative ROI will kill my program.
- My budget will not allow for additional measurement and evaluation.
- Measurement and evaluation are not part of my job.
- I didn't have input on this process.
- I don't understand this process.
- Our managers will not support this process.
- Data will be misused.
- The data are too subjective.

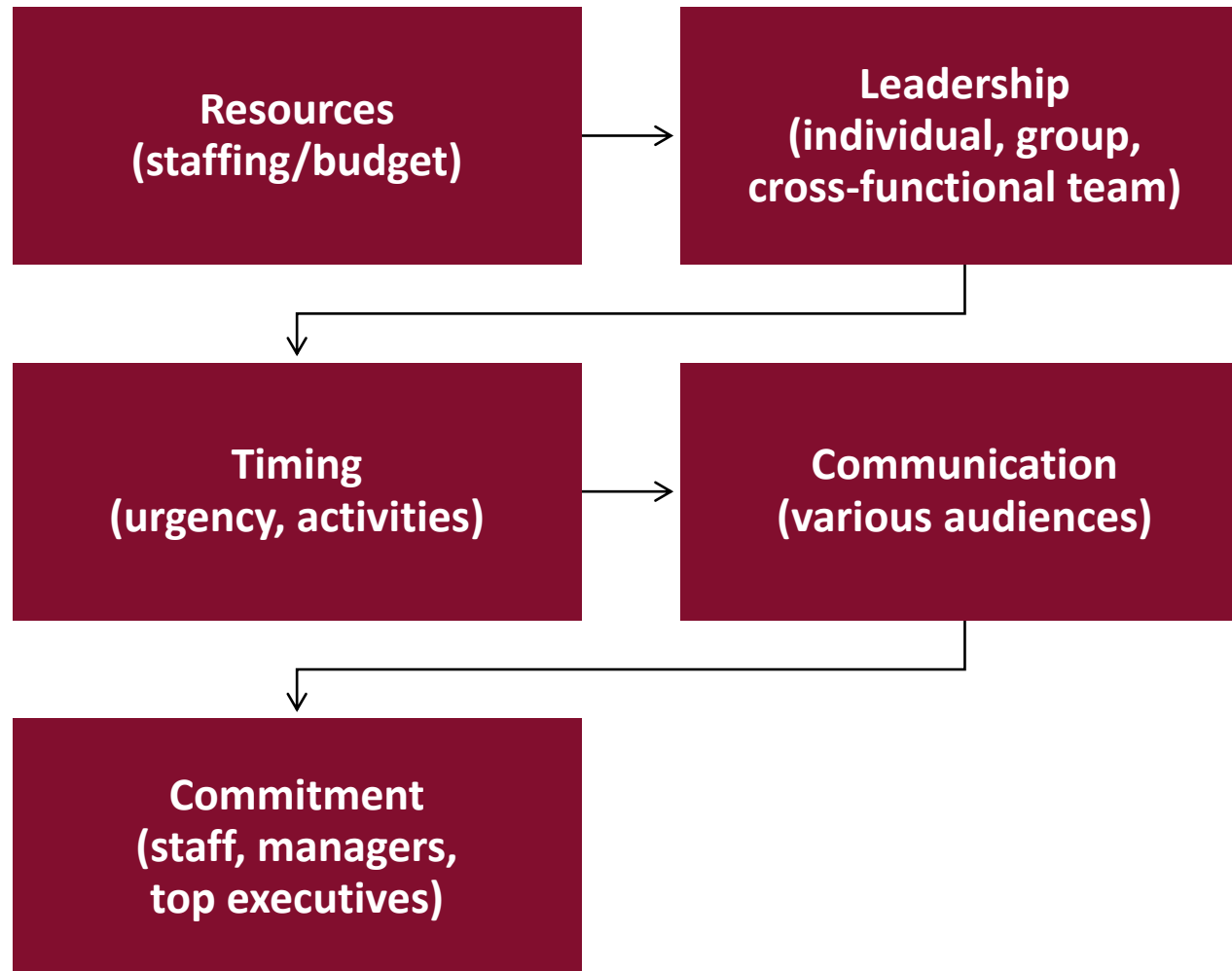


**You can't measure your
way to success...**

It takes the
entire team
to make it
work.



Implementation Issues



Building Blocks to Implement a Serious Evaluation Strategy



Updating Your Evaluation Strategy

A Working Session to Develop a Strategy and Plan for Assessment, Measurement, Evaluation, and Analytics

ROI INSTITUTE®

A Road Map to
Business Results
and Increased Funding



Thank you!

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