

Introduction to Measuring Training Results

Measurement in training creates a feedback loop that **reveals what works, needs improvement, and how training impacts performance**. These insights guide decisions and drive continuous improvement, keeping programs relevant and effective.



DID YOU KNOW?

8%

of organizations **consistently track training** impact on business outcomes.

1 MONTH

after training, only **20–30% of content** is retained without reinforcement.

11%

more profitability and **2× higher retention** occur in companies that measure training effectiveness.

Types of Training Assessments

These **assessments** are designed to evaluate learners at different stages to ensure they're on track to meet goals.



1 Pre-Assessment

Conducted **before training** to assess current skills, knowledge, and gaps, setting a baseline for progress.

2 Formative Assessment

Conducted **during training** to monitor learning and provide immediate feedback.

3 Summative Assessment

Conducted **after training** to evaluate overall effectiveness and achievement of objectives.

Identify Key Metrics and Tool

Clear **metrics** and **tools** help trainers improve and keep participants engaged, acting as a training compass.



1 Completion Rate

Tracks the **percentage of participants** who complete the training.

2 Learning Outcomes

Measures the **knowledge or skills** gained post-training.

3 Behavioral Change

Observes changes in participants' actions or attitudes in the workplace.

Pre-Assessment Techniques

What is a Pre-Assessment?

A **Pre-Assessment** is an evaluation **conducted before training** to measure learners' current skills, knowledge, and gaps, helping tailor the program to their needs.



87% say it's challenging to isolate training impact pre-assessments provide the baseline needed to attribute change.

Set Training Goals



Clearly define what **skills or knowledge** you will measure and why they matter to the role.

Choose Methods



Select the most suitable tools such as **surveys, skills tests, or interviews** for accuracy.

Define Criteria



Develop **relevant, clear, and fair standards** for assessment and reliability across teams.

Collect & Analyze Data



Gather **accurate participant responses**, review the data, and refine the training content.

Post-Assessment Techniques

After the training wraps up, it's crucial to measure its effectiveness. This is where **post-training evaluation** comes in, helping you understand the impact of your training on participants' skills and knowledge.

Post-Assessment Techniques



Compare Pre-Assessment and Post-Assessment Data

Use **results from post-assessment** methods to see how much participants improved to verify training success.

- **Use a Comparable Metrics:** Make sure that the criteria measured in both assessments are aligned.
- **Analyze Changes in Scores:** Look for significant changes in scores or responses.
- **Consider Qualitative Feedback:** Besides numbers, pay attention to comments and personal feedback.

Understand Training Effectiveness

Training effectiveness is how well your programs achieve their goals and support business objectives. When measured correctly, it reveals the return on investment and pinpoints ways to improve employee performance and customer satisfaction. Think of it as a guide that shows what works and steers you away from what doesn't.



Knowledge Transfer

How well participants understand, retain, and can recall training content.



Business Impact

Tangible results that contribute to achieving key organizational goals.



Skill Development

Measurable improvement in abilities and identification of specific skill gaps.



Behavior Change

Applying new knowledge and skills effectively in daily work tasks.



Why Measure Training Effectiveness?

Without measuring training effectiveness, you can't prove ROI or ensure learning programs deliver value.

Proper measurement transforms training into a business driver.

Training Evaluation Frameworks

Training can be assessed using a range of proven methods. Below are some **established evaluation models**.

Kirkpatrick Model

Measures training effectiveness across four levels: **reaction, learning, behavior, and results**.

Phillip's ROI Approach

Adds a fifth level to Kirkpatrick by **calculating the financial return** on training using ROI.

Kaufman's Five Levels

Adds **input and process evaluation** at the start and societal impact at the end.

xAPI & Data Analytics

Uses modern tech like xAPI to track learning experiences across platforms.

Return on Investment (ROI) in Training

Training ROI measures the **financial benefits of a program** by comparing costs with gains like higher sales, productivity, or savings.

The formula is straightforward:

(Benefits from Training - Cost of Training) / Cost of Training

$$\text{ROI}\% = \frac{\text{Benefits from Training} - \text{Cost of Training}}{\text{Cost of Training}}$$

Example: If a training program costs **\$10,000** and results in an increase of **\$15,000 in sales**, the **ROI is (15,000 - 10,000) / 10,000 = 0.5 or 50%**.

Measure Training Results

Cheat Sheet

your logo®

Introduction to Measuring Training Results

Measurement in training creates a feedback loop that reveals what works, needs improvement, and how training impacts performance. These insights guide decisions and drive continuous improvement, keeping programs relevant and effective.

💡

DID YOU KNOW?

8%

of organizations consistently track training impact on business outcomes.

1 MONTH

after training, only 20-30% of content is retained without reinforcement.

11%

more profitability and 2x higher retention occur in companies that measure training effectiveness.

Types of Training Assessments

These assessments are designed to evaluate learners at different stages to ensure they're on track to meet goals.

1

Pre-Assessment

Conducted before training to assess current skills, knowledge, and gaps, setting a baseline for progress.

2

Formative Assessment

Conducted during training to monitor learning and provide immediate feedback.

3

Summative Assessment

Identify Key Metrics and Tool

Clear metrics and tools help trainers improve and keep participants engaged, acting as a training compass.

1

Completion Rate

Tracks the percentage of participants who complete the training.

2

Learning Outcomes

Measures the knowledge or skills gained post-training.

3

Behavioral Change

CustomGuide

Train Your Staff & Community

Add Your Logo For FREE

Make this cheat sheet yours with a [free account](#).



300+ Customizable Courses & Cheat Sheets

Why write your own training, when we've done it for you?

 **Business Skills**

Accounting

Communication

Customer Service

HR

Marketing

Professional Development

Sales

Training & Education

 **Google**

Calendar

Chrome

Classroom

Docs

Drive

Gmail

Sheets

Slides

 **Leadership**

Leadership

Management

Project Management

 **Technology**

A.I.

Digital Literacy

Software Applications

 **Career Development**

Career

Higher Education

Job Hunting

 **Microsoft**

Access

Copilot

Excel

OneDrive

Outlook

PowerPoint

Teams

Windows

Word

 **Wellness**

Mental Health

Personal Growth

Well-Being

Work/Life Balance

 **Compliance & Safety**

Active Shooter

Discrimination

Harassment

Safety

Security

 **Diversity & Citizenship**

Bias

Diversity

U.S. Citizenship

Fewer Tools. Lower Costs. Smarter Training.

		Paid Plans		
Includes	Free	Starter	Custom Plans	
Num Active Users	1	5	10+	Compare To
 Branded Cheat Sheets	Your Logo	Your Logo	Your Logo	None
 Customizable Courses		300+	300+	 LinkedIn Learning
 Course Builder with AI		●	●	 Articulate Rise
 Skill Assessments		●	●	 Northstar
 LMS		●	●	 Teachable
Annual Cost	Free Sign Up	\$495 Buy Now	Contact Us	



"Customizing the courses saved hours of work."



"So impressed with your features and ease of use!"

