

Measurement Simplified

A credible, clear path to measuring success

Measurement doesn't have to be complex

With the right structure, measurement becomes a practical and energizing part of your work. It brings clarity to progress and gives stakeholders a reason to stay invested. This program introduces a six-level framework designed to help learning professionals measure what matters, from behavior change to business outcomes.

Participants gain tools to create meaningful strategies, collect useful data, and communicate results in ways that reflect the full impact of their programs. The experience is collaborative, grounded in real-world examples, and built to support confident conversations with decision-makers.

Whether making the case for funding, refining existing programs, or expanding the influence of L&D, this course offers a clear path forward. It is built for professionals who care about learning and want others to see its value just as clearly.

Outcomes



Identify key training impact metrics



Assess ROI with confidence



Design robust measurement strategies



Isolate the true contribution of training



Connect behaviors to business results



Build compelling impact stories



Learning Objectives

- Gain knowledge and skills to build trust and respect with stakeholders
- Develop a measurement approach that keeps and expands training budgets
- Use data to articulate the impact of training programs
- Create a data-driven, powerful story of impact

Who Should Attend?

- L&D Professionals
- HRBPs and Learning Leaders
- Program Owners
- Talent and OD Teams

Our measurement program helps L&D professionals close the credibility gap between effort and outcomes. By using a research-backed framework rooted in real-world application, learners gain the tools to evaluate training beyond satisfaction surveys or attendance sheets. Participants learn to measure what matters: behavior change, business performance, and organizational impact.

The program offers both public enrollment and private cohorts. The public version creates a shared learning experience with professionals from a variety of industries. The private version allows for organization-specific application, with opportunities to design strategies around your own programs and stakeholder expectations.

Every step of this course is built to ensure that participants not only understand the structure of effective measurement but can also apply it immediately to the work they care about most.

Flexible Options to Meet Your Needs

In-Person In-depth Learning • Application • Practice • Action Planning

Private Cohort: Customizable format

Virtual In-depth Learning • Application • Practice • Action Planning

Virtual Instructor-Led:

- **Public Cohort:** Three sessions
- **Private Cohort:** Customizable format

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