BLACKBIRD FOR TRAINING

Evaluating Training ROI

3 – 7 October 2027
Istanbul (Turkey)



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Introduction

Training is one of the most significant investments organizations make to enhance workforce capabilities, but the real challenge lies in measuring its value. Evaluating Training ROI enables leaders to assess the tangible and intangible outcomes of learning initiatives, ensuring alignment with organizational objectives. This evaluation goes beyond financial metrics—it includes productivity improvements, quality enhancements, and employee engagement.

This course is designed for executives, team leaders, and professionals who aim to build effective training evaluation systems, apply advanced measurement tools, and ensure that training investments deliver sustainable organizational value.

Course Objectives

- Understand the fundamentals of training ROI evaluation.
- Apply global models for measuring training effectiveness.
- Analyze the direct and indirect impact of training on organizational performance.
- Design and use key performance indicators for training outcomes.
- Calculate financial ROI by comparing training costs with realized benefits.
- Use data-driven insights to create clear reports for senior management.
- Examine case studies of successful ROI evaluation.
- Develop strategies to improve the efficiency of future training programs.

Course Outlines

Day One: Introduction to Training ROI

- Definition and importance of ROI in training.
- Distinguishing between traditional training evaluation and ROI measurement.
- Overview of global evaluation frameworks.
- Key factors influencing ROI measurement success.
- Practical examples from organizational practices.
- Group activity: setting ROI evaluation objectives.



Day Two: Tools and Models for Measurement

- The Kirkpatrick model of training evaluation.
- Phillips' ROI methodology for financial analysis.
- Data collection tools: surveys, interviews, and observations.
- Workshop: designing an evaluation tool.
- Advantages and limitations of different models.
- Planning for practical application in the workplace.

Day Three: Data Analysis and Linking to Results

- Quantitative and qualitative data analysis methods.
- Connecting training outcomes to organizational KPIs.
- Measuring productivity, quality, and behavioral changes.
- Identifying indirect benefits of training initiatives.
- Hands-on practice in analyzing sample datasets.
- Review of successful case studies.

Day Four: Designing KPIs and Reports

- Developing performance indicators for training programs.
- Preparing professional reports for senior executives.
- Translating data into actionable insights.
- Visualization tools for presenting results effectively.
- Group activity: building a KPI dashboard.
- Addressing challenges in report presentation.

Day Five: Roadmap and Final Assessment

- Comprehensive review of course concepts and tools.
- Evaluation of participant-designed initiatives.
- Creating a roadmap for continuous training improvement.
- Strategies to strengthen the role of training in organizational strategy.
- Sharing lessons learned from group exercises.
- Closing evaluation and individual feedback.



Why Attend this Course? Wins & Losses!

- Gain hands-on tools for evaluating training ROI.
- Maximize efficiency of training budgets.
- Strengthen the link between training and organizational performance.
- Master global ROI frameworks and methodologies.
- Build professional reporting skills for executives.
- Establish reliable KPIs for training outcomes.
- Increase awareness of training value across the organization.
- Position HR and L&D as strategic drivers of success.

Conclusion

Evaluating Training ROI is a strategic approach that ensures training delivers measurable value. It covers not only financial outcomes but also the broader impact on organizational growth, employee performance, and workplace culture. Participants in this course will gain the ability to design evaluation frameworks, apply advanced analysis tools, and prepare executive-level reports. By embedding ROI evaluation into learning strategies, organizations can transform training into a high-return investment that drives sustainable success.

