

# Monthly Program, March 25, 2010

## Improving Your Training Evaluation

### Designing and Producing Meaningful Evaluations

**Speaker:** Ingrid Gudenas, Effective Training Solutions, Oakland, CA

**Time:** 1 – 4 pm

**Location:** Standard Insurance, Café Room, Portland, Oregon

**Cost:** \$25 chapter members, \$40 others (increases March 18)

**ASTD - Cascadia Chapter**

Serving Oregon and SW Washington



*This highly interactive presentation will show how to take steps to make training evaluations more meaningful, both for the L&D professionals and their business partners.*

#### Intended Audience

Anyone in the workplace learning field!

#### Overview

Have you ever been asked about the impact or ROI (return-on-investment) of your training activities? Chances are high that you have and that you did not like that question. Most people don't! It is well known that much of the frustration L&D professionals encounter in their jobs stems from an inability to communicate the value of learning initiatives. This presentation can help!

Two methods are commonly used in the calculation of training benefits: the Kirkpatrick four-level evaluation model and Phillip's ROI Methodology. This presentation will cover not only levels 1-5 but will provide insights into level 0, a 6th level in the overall quest to evaluate learning that explains how to set yourself up to measure Levels 3, 4, and 5!

#### Outcomes

At the conclusion of this presentation, participants will be able to:

- Understand the "missing level" (level 0) and how to use it
- Know how to use training evaluation to have a bigger impact
- Have new knowledge of example to use for training evaluations
- Have your questions about evaluations answered
- Have confidence you can do it!

#### Areas of Expertise

*(based on National ASTD Workplace Learning Competency Model)*

1. Designing Learning
2. Improving Human Performance
3. Delivering Training
4. Measuring and Evaluating

#### TO REGISTER

Visit our web site at [www.astdcascadia.org](http://www.astdcascadia.org), click on the Events link at the top left of the page, then click on the specific program link.

ASTD – Cascadia Chapter  
14780 SW Osprey Drive, Suite 240  
Beaverton, OR 97007-8424  
503-579-1552  
[astd@astdcascadia.org](mailto:astd@astdcascadia.org)  
[www.astdcascadia.org](http://www.astdcascadia.org)

**Join the Chapter!**  
Complete the online application. Get all the benefits of being a member!



**Ingrid Gudenas**  
**Effective Training Solutions**  
**Oakland, California**

Ingrid has presented at numerous professional associations, including ASTD, the International Society for Performance Improvement (ISPI) and the American Society for Quality.

Ingrid has been delivering training to large corporations for 32 years and has been the president of Effective Training Solutions for 27 years. She has delivered programs in 28 countries including Europe and Asia and her clients include the Standard Insurance, Triquint Semiconductors, Chevron, Bayer, Dell Computers, Hewlett Packard, Kaiser Permanente, Nintendo, Cisco Systems, Unisys, Chevron, Specialized Bicycles, California Highway Patrol, and the US Army.

Ingrid is very familiar with both technical training and "soft skills" such as communication, leadership, strategic planning and sales. She works on production floors with the workers and in board rooms with senior level management.

Ingrid's work regarding training evaluation and financial ROI from training has been published in numerous articles and books including:

- The cover of Training Magazine with the story of how 100% Proficiency® training increased revenue \$360 million in less than one year at a General Electric site.
- Donald Kirkpatrick's Evaluating Training Programs: The Four Levels with a case study from Cisco Systems.
- Jack Phillip's ASTD text book Implementing Training Scorecards – case study with Analog Devices.
- Jack Phillip's ASTD text book Measuring Return on Investment – case study with Unisys.