PARTNERS IN KNOWLEDGE UK LTD
Suite No. 129
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Measuring Training Return on Investment (ROI)

PIK-0327 TH-BK-2

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Place	: Bangkok	**Venue**	: Novotel Bangkok on Siam Square (392 44 Siam Square Soi 6, Pathum Wan, Khet Pathum Wan, Bangkok, 10330, THAILAND) - TBC		
Start Date	: 08-03-2027	**End Date**	: 19-03-2027	**PPP**	: £6450

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If you can't train them, you can't blame them!

Short Description:

Organisations invest significant financial and human resources in training and development initiatives with the expectation of improving employee performance, organisational effectiveness and business results. However, many organisations struggle to demonstrate the actual value generated by training programs and to justify training expenditures to senior management. Measuring Training Return on Investment (ROI) has become an essential competency for learning and development professionals seeking to align training investments with strategic business outcomes. This comprehensive program equips participants with the knowledge, methodologies and practical tools required to evaluate training effectiveness and calculate the financial and non-financial returns generated by learning initiatives. Participants will learn internationally recognised evaluation frameworks, including the Kirkpatrick Model and the Philips ROI Methodology and will develop the skills needed to collect, analyse and interpret performance and financial data. Through practical exercises, real-life examples, workshops and a capstone case-study, participants will gain hand-on experience in designing training evaluation systems, calculating ROI, communicating results to stakeholders and making evidence-based decisions regarding future training investments.

Course Overview:

COURSE OBJECTIVES

By the end of this training program, participants will be able to:

- Explain the concepts, principles and importance of training ROI.
- Differentiate between training activity measures, effectiveness measures and business impact measures.
- Apply internationally recognised training evaluation frameworks.
- Design comprehensive training evaluation plans.
- Collect and analyse performance, operational and financial data related to training outcomes.
- Calculate training ROI using accepted methodologies and formulas.
- Prepare executive-level ROI reports and recommendations for decision-makers.

TARGET AUDIENCE:

This training program is designed for:

- Learning and Development Managers.
- Training Specialists and Coordinators.
- Human Resources Managers and Professionals.
- Organisational Development Practitioners.
- Talent Management Specialists.
- Training Consultants and Performance Improvement Professionals.
- Department Managers responsible for training budgets and workforce development.

Program Outline:

COURSE SCHEDULE:

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DAY 1 – Introduction to Training Evaluation and ROI

- Understanding Training Evaluation.
- Evolution of ROI in Leaning and Development.
- Why measuring ROI matters.
- Common challenges in Training Evaluation.
- Overview of ROI Methodologies.

DAY 2 – Strategic Alignment of Training Investments

- Linking Training to Organisational Strategy.
- Business Drivers and Performance Goals.
- Identifying Key Success Metrics.
- Building Business Cases for training.
- Aligning Learning Outcomes with Business Results.

DAY 3 – Training Evaluation Frameworks

- Kirkpatrick's Four Levels of Evaluation.
- Philip's ROI Methodology.
- Success Case Method.
- Brinkerhoff Evaluation Approach.
- Comparing Evaluation Models.

DAY 4 – Planning Training Evaluation

- Establishing Evaluation Objectives.
- Identifying Stakeholders.
- Defining Performance Indicators.
- Creating Data Collection Plans.
- Developing Evaluation Timelines.

DAY 5 – Data Collection Techniques

- Surveys and Reaction Assessments.
- Learning Assessments and Testing.
- Workplace Observation Methods.
- Interviews and Focus Groups.
- Operational and Business Data Collection.

DAY 6 - Measuring Learning Transfer and Performance Improvement

- Assessing Knowledge Retention.
- Measuring Behavioural Change.
- Evaluating Job Performance Improvements.
- Identifying Barriers to Transfer.
- Sustaining Learning Outcomes.

DAY 7 – Measuring Business Impact

- Productivity and Efficiency Metrics.
- Quality and Error Reduction Indicators.
- Customer Satisfaction Measures.
- Employee Engagement Metrics.
- Operational Performance Indicators

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DAY 8 – Calculating Financial Return on Investment

- Identifying Training Costs.
- Converting Benefits into Monetary Values.
- Calculating Net Benefits.
- ROI Calculation Formula.
- Cost-Benefit Analysis Techniques.

DAY 9 – Reporting and Communicating ROI Results

- Developing Executive Dashboards.
- Writing ROI Reports.
- Data Visualisation Techniques.
- Presenting Findings to Senior Management.
- Building Credibility Through Evidence.

DAY 10 – Building an Organisational ROI Measurement System

- Establishing Evaluation Policies.
- Integrating ROI into Learning Processes.
- Continuous Improvement Practices.
- ROI Governance and Accountability.
- Final Groups Presentations.

CASE-STUDY:
Horizon Services Group – Leadership Development Program