



# How to make the most of your bespoke training solution by measuring its success



**When you have made considerable financial outlay, and dedicated time to a bespoke training solution, one key requirement is that you then understand how to maintain that solution and measure its success. This is a vital stage in the learning cycle.**

All too often training gets implemented and forgotten about. It is often thought that if learners have completed a course, then surely that is an indication of its success? Well, in a word, no! If you don't measure the impact of the

learning programme, how do you know if it has truly been a success, or how do you know if your learners have engaged and are taking the lessons they have learnt forward in their roles?

## **So, what can be done?**

The most successful approach to evaluating impact/success is to always integrate it into the learning design process from the very beginning, and not include it as an afterthought.

comprehensive evaluation strategy that will help you evidence the success of the project thoroughly against the delivery targets and required impact.

We work through a structured Impact Measurement Process from the outset of the project as we realise how vital this is. It allows us to ask the right exploratory questions to give us an in depth understanding of how the learning programme fits into the bigger picture, what the key KPIs are, and what technology is available. After collating all this information, we can then pull together a

We use the well known and effective evaluation model, The Kirkpatrick Model. For those unfamiliar with this model, it is the industry leading step by step evaluation tool that allows for thorough evaluation and measurement of learning programmes. It allows for varying degrees of evaluation, giving the user the choice to what extent they evaluate their learning.

# The Kirkpatrick Model

## Level 1:

**Reaction:** The degree to which participants find the training favourable, engaging, and relevant to their job/role.

## Level 2:

**Learning:** The degree to which participants acquire the intended knowledge, skills, attitude, confidence, and commitment based on their participation in the training.

## Level 3:

**Behaviour:** The degree to which participants apply what they learned during training when they are back on the job/in their role

## Level 4:

**Results:** The degree to which targeted outcomes occur because of the training and ongoing support and accountability

Developing and delivering evaluation is a challenge for many, so we find that the basic structure Kirkpatrick provides is a great way to lay the foundations needed to develop and deliver an effective learning evaluation. From learner satisfaction and engagement, through to the quality of the learning provision and its ability to meet learning outcomes, as well as analysing learner behaviour changes and organisational

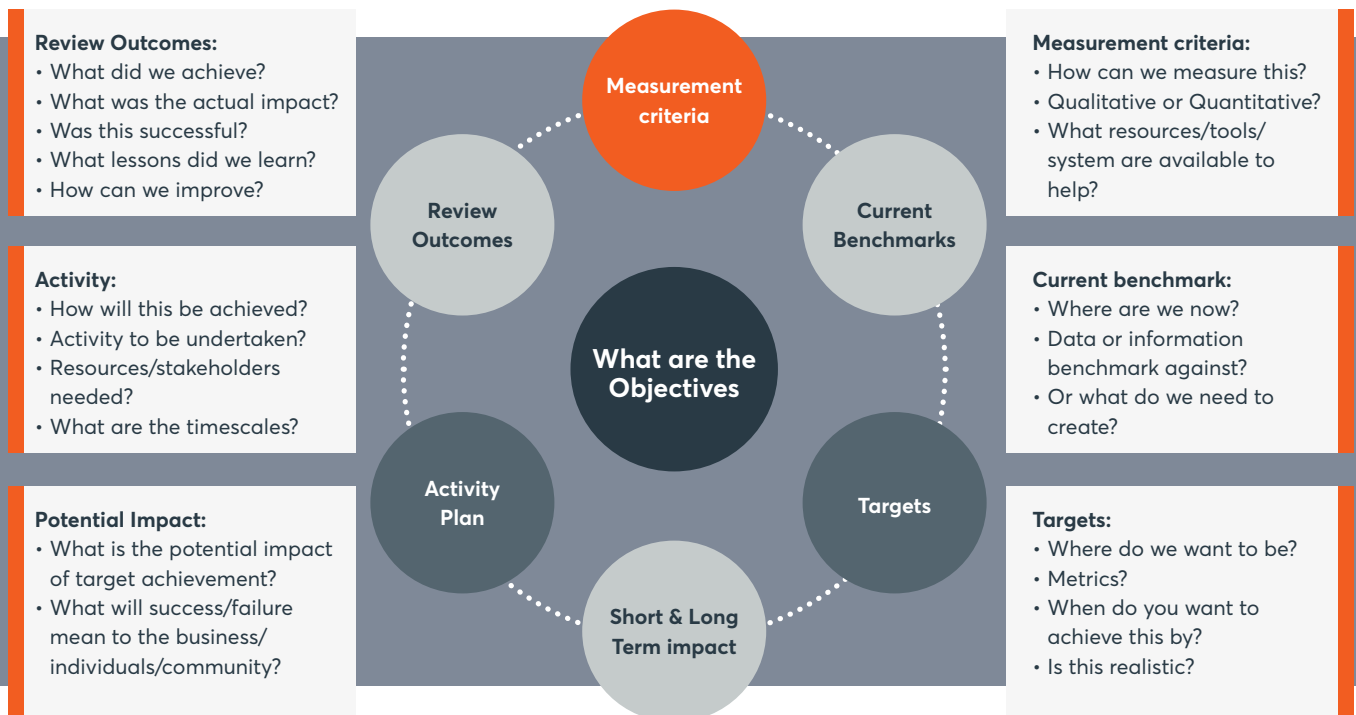
impact, this model allows for it all. We endeavour to keep our approach flexible so that it can be adapted to integrate with existing evaluation frameworks that you may wish to deploy if you have a preferred method. The outcomes of our evaluation process always help to inform ongoing continuous improvement of the programme.


# Measuring success – taking a step back...

As we already mentioned, we truly believe that to make this stage successful the work needs to begin at the very beginning. We encourage all our clients at the scoping and design phase of their projects to consider how the training they want to develop will impact on organisational performance. We follow an impact measurement process to support you and help you demonstrate success and tangible impact. To help with this we use a number of specific topics and associated questions enabling us to gather this insight.



Following these conversations, we make sure your success measures are an intrinsic part of the training programme, as well as the design, reporting and our ongoing conversations. We will work with you to drill down into the detail of the vision using a simple Impact Framework, such as this example here.






Using your LMS, we can build and capture data to track progress through surveys, assessments and reporting. We will provide hands-on expertise in data analysis, how best to track trends, turning this into recommendations and support to help you move forward.

Our overall aim is to provide you with the expertise and guidance you may need to answer these and other questions. Our team can offer you support from developing

simple learner reaction surveys to helping you develop a more sophisticated process for identifying, analysing, and utilising complex learner analytics data.

Evaluating learning can be a complicated process. We believe that by adopting a simple, pragmatic approach and developing a strategy and methodology, together we can easily create a measurement strategy that works for you and your organisation.



## Keeping your solution up to date

After helping you to deliver a training solution that meets the needs of your learners, we understand that over time there may be the requirement to amend, update and change some of this solution. This may have been identified upfront throughout the discovery phase. By discussing how the learners digest the learning, we may realise together that once certain learning is consumed, we then need to adapt the solution to help embed the learning further.

Aside from this, after measuring the success of your training programme, it is really important that you use these findings to ensure that your solution remains relevant and engaging for your learners.

It may be that you have received qualitative feedback highlighting that certain topics are difficult to engage with or learn from, or are potentially not seen as applicable. The quantitative results could have also

indicated that some areas have zero engagement or low completion rates. So, what can you do about this?

If you have inhouse capabilities and existing tools, and are looking to maintain and update the content yourselves after delivery, we can look at this upfront to make sure we are developing the solution using the tool you use so that you can amend the source files in the future. This gives you total control and flexibility around the management of your solution.

This is normally the case for simple changes or amends to text. In other cases, whereby you don't have this capacity inhouse or there may be potential for more complex amends, we can agree a maintenance package allowing us to undertake amends or updates. Examples of the type of changes that are more complex, and would require a graphic designer, include:



Look and feel changes



Graphics changes



Changes to the learning structure/journey



Changes to the learning pedagogy

With this package we can also offer the following services to enhance your offering:



Subject matter expert review



Legislation and guidance update



Learner feedback analysis and recommendations



Additional content design



Rebranding



Whatever the level of support that you need to ensure your learning remains up to date, relevant and your learners are engaging, we can work with you to help you to achieve this.

By closely working together throughout the process we can ensure that the end results meet your identified objectives, and we can extend this post-delivery to make sure the solution continues to fulfil the needs outlined at project kick off.

## In practice...

We have worked with our client, [Operation Encompass](#) to ensure that their solution remains relevant and useful to their learners. This quote from one of their Founding Director's, David Carney-Haworth, highlights the importance of this stage...

### **Understanding the message of your organisation and the needs of your audience is key to successful training.**

Virtual College worked carefully with us to create online training that delivered what we needed to deliver and in a way that was accessible to all learners.

Understanding how this training is received by recipients, the impact that it has and any improvements that can be made, is the next crucial step for any and every organisation. Once again Virtual College was critical in supporting us to measure the positive impact of our training. They have provided ongoing data around the user experience, and this has enabled us to ensure our work is effective and efficient. It also allows us to share with others the success of our training and when your training is about ensuring children experiencing domestic abuse receive the right support from their teacher, this is essential.

