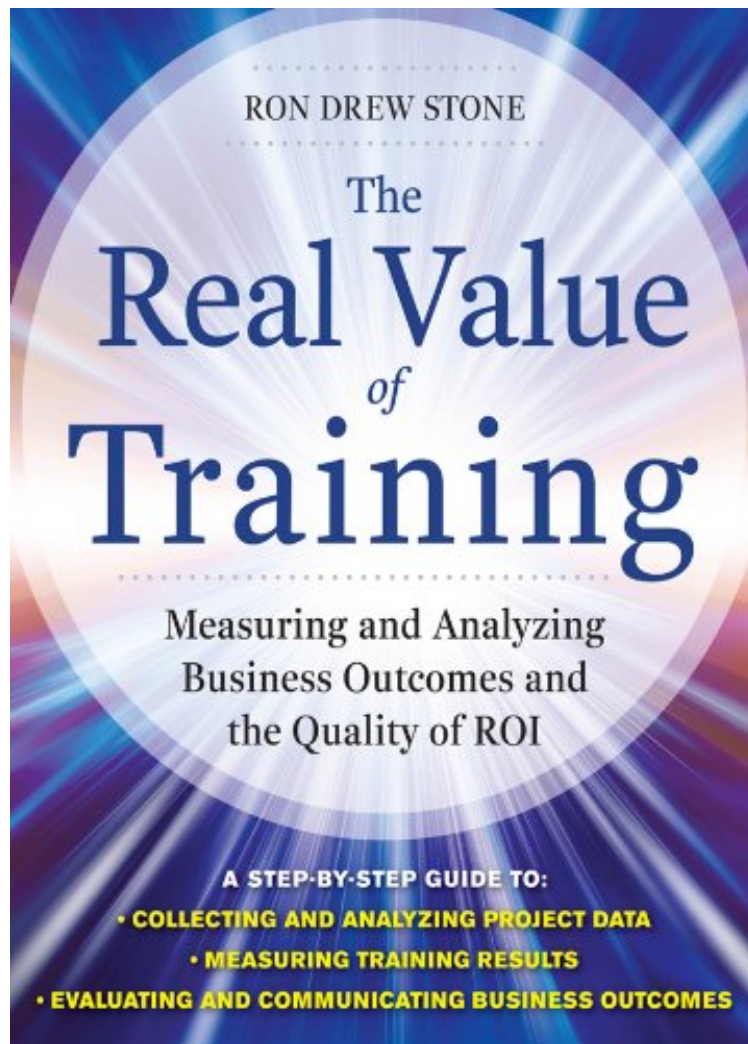


(Mobile ebook) The Real Value of Training: Measuring and Analyzing Business Outcomes and the Quality of ROI

The Real Value of Training: Measuring and Analyzing Business Outcomes and the Quality of ROI

Ron Stone

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Ron Stone : The Real Value of Training: Measuring and Analyzing Business Outcomes and the Quality of ROI before purchasing it in order to gage whether or not it would be worth my time, and all praised The Real Value of Training: Measuring and Analyzing Business Outcomes and the Quality of ROI:

1 of 1 people found the following review helpful. Good bookBy coffi TinhouetoIt was what I was looking for0 of 0 people found the following review helpful. How to Avoid Corporate Training IcebergsBy Steve AmoiaIn today's competitive global economy, internal and client-based training takes on an even greater emphasis. Most companies advertise the desire to find employees who hit the ground running; however, perpetual training has become a new

business reality. But how do you measure its efficacy? In his latest book, Ron Drew Stone will teach you how to implement, measure and analyze your training strategy. "The real truth about the performance results is often concealed and even inflated by ROI (return on investment) calculations. This is strikingly similar to the Titanic hitting the iceberg and continuing on its course as though things were okay." Ron Drew Stone, President of the Center for Performance and ROI, Inc.

Crisp Format and Enhanced Typography There are 12 comprehensive chapters, a detailed table of contents and index, along with a very brief references section. I liked that the author and publisher decided to use a slightly larger typeface for the text and bold subheadings. The typographic format, along with the book's width, allows for fewer paragraphs per page for enhanced readability. The author's writing style is conversational and informative. He avoids the use of frequent acronyms and explains difficult concepts in clear language.

Charts, Tables and Graphs The author makes liberal use of well-designed charts and graphics to reinforce his teachings. These items are spread throughout the book and are detailed without being confusing. The inside of the back cover advertises another valuable feature: Tools and templates discussed in the book will be freely available at the author's website: [...]

Valuable Case Studies With the exception of the first two sections, each subsequent chapter has a detailed impact case study at the end. These analyses are actual company studies, with proprietary information changed, that provide a significant perspective. They also serve as a useful review to reinforce key points from each chapter. Most chapters also contain "Guiding Principles" of concise advice.

Notable Quotes "Training professionals have two unique challenges. One challenge exists on the front side of training solutions, and the other resides on the back side." "Learning is an important measure in establishing the chain of evidence for a follow-up performance evaluation." "Questionnaires are generally the most efficient method of collecting data." "Research has demonstrated that as much as 90 percent of what is learned is not applied to the job... If there is no transfer to the work setting, there is no learning." "The current average (employee benefits) in the United States is 38 percent of salaries." "Every audience has a bias, so be prepared for it." After reading this comprehensive book, you will learn how to avoid corporate icebergs in the training analysis and measurement processes.

Please Note A McGraw-Hill representative provided me with a complimentary review copy of this book. I was not monetarily compensated for the review by any party that would benefit from a positive analysis.

0 of 0 people found the following review helpful. A Real Value for You!

By Toni DeTuncq This book not only provides the specific teachings of how to conduct an ROI analysis but offers the new approach of how to analyze and adjust to "sustain" impact, not just to prove or enhance impact. So even if you are a seasoned practitioner on conducting ROI analysis, you will find this approach offering you new techniques. But even if you are a new practitioner, you can still count on being provided the steps required to conduct ROI analysis. The instruction provided is sweetened with examples, case studies and job aids. This is an important contribution to the field of measurement and evaluation.

GET THE TOOLS AND KNOW-HOW THAT MAKE ROI MORE THAN JUST A NUMBER "Ron does such a great job answering the question that has baffled many learning professionals for years: How do we measure and demonstrate the value of training. Applying his methodology of ROI is inspiring in that the exercise helps to translate training activities into improved performance and, ultimately, tangible business outcomes, rather than mere calculation of numbers." — JUDY FENG, Director, Talent Management, Baxter Asia Pacific "Those who have criticized ROI will be pleased with Stoner's ROI Quality Analysis (RQA). HR directors and training managers will benefit from implementing this credible technique, and Stone's 'secret sauce ingredients' allow instructional designers to serve up a five-star training program." — STEPHANIE MOOSHEGIAN, Ph.D., Chair, Saint Louis University's Organizational Studies Program "Loaded with robust and practical methodologies, templates, and proven tools, *The Real Value of Training* masterfully demystifies ROI. As a seasoned learning and development practitioner, I can now add a valuable ROI approach that when used with both tangible and intangible results tells a powerful story of how significant learning events contribute to positive business outcomes. Great book!" — MERIBETH GERMINO, Master of Arts in Law and Diplomacy, Biopharmaceutical Industry Leadership Development Executive "The uniqueness of this book is that it will benefit any leader who wants to transform the organization through training solutions totally focused on alignment with performance through integrating training with individual development and business goals." — VIDYADHAR S. DABHOLKAR, Head of Human Resource Development, HILTI Manufacturing India Pvt. Ltd. The financial crisis and ensuing recession permanently changed how business is conducted. Executives and other decision makers, pressured to accomplish higher goals with lower budgets, are demanding greater levels of accountability from their people. And when it comes to investing in business processes, they want quantifiable proof that any new initiative will contribute to solving problems, serving customers, and improving the business. *The Real Value of Training* gives you the tools not only to prove that your program will deliver solutions; it goes one step further, so you can explain exactly how much it will deliver. Presented by training ROI expert Ron Stone, *The Real Value of Training* offers an 11-step process for qualitatively and quantitatively measuring the value of training. Stone's methodology brings ROI to a new level of scrutiny and credibility by helping you successfully: Collect critical performance data Analyze results and adjust for causal influence and sustained impact Assign a monetary value to business-outcome data Calculate the fully loaded cost of the solution design

Calculate the ROI and its level of quality Predict and quantify performance improvement Using Stone's groundbreaking methods, you will create a training program that is powerful but flexible enough to refocus at a moment's notice, so it remains aligned with the organization's interests, no matter what happens—whether it's another economic meltdown or a shift in business strategy. Take your training ROI to a new level of credibility! With *The Real Value of Training*, you have everything you need to verify that your training solution is directly aligned with business strategy and to determine and communicate its ultimate value to the organization.

About the Author Ron Stone is a globally recognized authority on analyzing and improving training and performance interventions and measuring results. President of the Center for Performance and ROI, Inc., he is the author of *Aligning Training for Results* and coauthor of *The ROI Field Book*, *How to Measure Training Results*, and *The Human Resources Scorecard*. Stone lives in Birmingham, AL.