

Working with Barclays

An Interview with Jonathan Eighteen, Programme Director for Group Learning

Since the start of this calendar year, we've been working with a team at Barclays led by Jonathan Eighteen, Programme Director for Group Learning. The team made the decision last year that they really needed to apply much greater rigour in measuring business impact and proving value from L&D investments. The vision is to provide multi level evaluation and ROI on relevant major programmes, in the short term across the UK Retail Bank and then rolling out across other L&D teams across the Group globally. 'This will allow us to fully align learning needs to business objectives, whether the objective is an uplift in capability to meet new business opportunities or to address specific business performance improvements. We want to make sure we focus on real business outcomes and track results at all levels from employee engagement through learning, performance change and business impact and report value for our investment through rigorously measured ROI results.'

This will help managers in global retail banking gain a data driven perspective on what drives results from people and the aim is to use ROI forecasting to help make better investment decisions. 'Our aim is to ensure all L&D investment decisions start with understanding the business results we want to achieve. Using data collected at all levels; we can then determine whether the solution is the correct one, as effective and efficient as possible and real value for money.'

'For our L&D practioners, we hope this will enable them to engage in even more professional business focused conversations with key stakeholders using robust data. This can only help to build trust and confidence in L&D as a measurable contributor to Barclays' growth, profitability and customer service' added Jonathan.

It's great to be working with Jonathan and the team at Barclays, knowing that there is a real commitment across the L&D leadership all levels to become an exemplar in delivering business results and value from L&D investment. We look forward to supporting the teams there as they build up their capability in planning, measuring and reporting business impact and ROI on all major investments. If you'd like to know how you can join the growing group of practitioners of the ROI Methodology, the global industry standard for planning, measurement and reporting for L&D and other human capital investments, please contact us at info@abdi.eu.com