

Evaluating the impact of workplace L&D

Objectives, agendas and fees for abdi's 2010 workshops

abdi's two- and three-day workshops help you:

- √ **Identify the impact of your training and development**
- √ **Isolate the effects from other influences**
- √ **Convert outcomes to monetary values**
- √ **Present credible results**
- √ **Compare the return on your training with that on other investments**
- √ **Improve your L&D ROI over time**

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Background on abdi ltd and the ROI Institute methodology

abdi ltd is the UK partner of the ROI Institute, whose methodology is the only de facto standard for measuring return on investment in HR interventions.

The ROI Institute approach is systematically:

- To conduct an analysis in time to influence the nature and outcomes of the intervention
- To thoroughly plan the evaluation before the start of the intervention
- To categorise data by level of result—from participant reaction through learning, impact on operations and the business to return on investment
- To follow the ROI process model to implement the evaluation, including
 - isolating the result of the intervention from other factors of influence
 - choosing the most conservative result if there are alternative ways of calculating impact

Workshops and certification programme

Several times a year abdi offers two-day and three-day workshops on measuring the impact of HR interventions. Dates are published on www.abdi.eu.com/workshops; clients also arrange equivalent in-house programmes which can be arranged on request.

The two-day Foundation workshop is to build knowledge. It touches on every aspect of the methodology and enables participants to make informed decisions about planning future evaluations and implementing the methodology in their organisations.

The three-day Evaluator Certificate workshop deepens this knowledge significantly and provides skills practice—in planning, data analysis, isolation and reporting on results.

People aiming for achievement of the UK ROI Practitioner (simultaneously earns international ROI Institute Certification) should take the two-day workshop followed –ideally after a gap of approximately 90 days—by the three-day workshop. Candidates complete assessments after each workshop. For practitioner status, candidates must complete a written case study based on their selected project evaluation and an organisation level implementation plan. Candidates should identify their case study ahead of the three-day workshop and start the planning process. The three-day workshop includes one-to-one sessions to discuss and improve case study plans.

Demonstration of competence through the successful completion of a full evaluation and approval of the documented case study leads to UK ROI Practitioner status and ROI Institute certification.

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Objectives for abdi workshops

abdi uses the ROI methodology to measure its own effectiveness. Thus the objectives of abdi's programmes are grouped by level of result—first on participants' learning, next on their ability to apply their learning, and then on improvements to their effectiveness back in the workplace and the value they deliver to their organisation.

Two-day workshop objectives

Learning objectives

- Identify the drivers for ROI accountability
- Link programme objectives to business results
- Identify at least three ways to collect data
- Identify costs of a programme and calculate ROI
- Identify intangible measures
- Plan a follow-up evaluation for one of your programmes
- Describe the ROI Methodology

Application objectives

- Develop an evaluation plan for a specific programme
- Revise/update internal policies on evaluation
- Select appropriate data collection methods for impact studies
- Calculate the return on investment

Impact objectives

- Improve the effectiveness of programmes
- Expand the implementation of successful programmes
- Discontinue ineffective programmes
- Improve satisfaction of your stakeholders

Three-day workshop objectives

Learning objectives

At the conclusion of the workshop, participants will have learned to:

- Prepare a full evaluation plan
- Prepare at least three types of data collection instruments
- Critically analyse data at all five levels
- Apply a variety of isolation techniques in different case studies
- Calculate monetary values
- Present the results of a completed case study
- Plan an implementation strategy

Application objectives

After returning to the job environment, participants should:

- Build a credible business case for ROI in the organisation
- Complete a detailed evaluation plan for a specific programme
- Revise/Update internal policy/practices on evaluation
- Execute a complete evaluation study of their choice
- Present evaluation report to selected audiences
- Brief internal colleagues in the ROI methodology

Impact objectives

When the ROI methodology is implemented, the following consequences should be realised:

- Show the contribution of HR investments to the business
- Improve the effectiveness and efficiency of programmes
- Expand the implementation of successful programmes
- Redesign or discontinue or ineffective programmes
- Build more productive relationships with clients and executives
- Deliver decision-making information that can assist the organisation plan and grow its capability to deliver on its strategy and business targets

Agenda for two-day introductory workshops

(subject to minor changes in sequence)

Day One

Welcome. Review Materials

1. Intro and Readiness to Learn

Activity: Case Study: (Tailored for sector appropriate to participants)

Brief Discussion - Pre-work

Definition of Results-Based Training

2. Overview of the ROI Process

Levels of Evaluation

Defining BCR and ROI

Setting Evaluation Targets

Breakdown of the ROI Model

Criteria for Selecting Programmes for Level 4 & Level 5 Evaluation

ROI Target Options

Discuss application

3. *Activity:* Case Study: Tailored

4. Developing Evaluation Strategy

Working With Hard and Soft Data

Results-Based Process

Linking Needs Assessment with Evaluation

Activity: Case Application: Tailored

Matching Evaluation Levels with Objectives

5. *Activity:* Developing Objectives for your selected course

Learning

Application/Behavior

Business Impact

Discuss application

6. Data Collection Strategy

Discuss data collection issues

Designing Data Collection Strategy

Collecting Baseline Data

Activity: Credibility of Data

Post-programme Data Collection

Activity Complete the Data Collection Plan for your selected course

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Day Two

7. Data Collection (continued)

Activity: Review Sample Data Collection Plans

Activity: Review tailored case data – Sample Questionnaire

8. Developing ROI with Action Plans

Activity: Action Plan application and ROI Calculation

9. Data Analysis (brief overview)

Isolating the Effects of Training

Converting Data to Monetary Value

10. Calculating ROI

Activity: Calculating the Required ROI

Activity: A Case of the Intangibles

11. Reporting

Reporting Tangible and Intangible Data to Senior Management

12. Post Workshop Evaluation

Agenda for three-day certification workshops

Day one

09.00. – 09.30. Welcome and Introductions

09.30 – 11.30. Review of ROI Methodology.

11.30 – 13.00. Allocation of case studies (see below)

14.00- 15.00. Review of planning steps

15.00- 16.30. In-depth review of data collection – includes case studies

16.30 – 18.30. In-depth review of data analysis - includes case studies

18.30 + Work together on case studies

Day two

08.30 – 11.30 In depth review of Isolation techniques – includes case studies

11.30- 13.00 First case study presentations

14.00 – 16.00 In depth review of conversion to money, costs and calculations – includes case studies

16.00 – 17.30 Second case presentations

17.30 + Work on own projects in preparation for presentation on Friday

Day three

08.30 – 10.30 In depth review of reporting – includes case studies

10.30- 12.00 Project presentations

12.00-13.00 In depth review of forecasting– includes case studies

14.00 – 15.00 In depth review of implementation – includes case studies

15.00- 16.30 Remaining planned project presentations

16.30 – 17.30 Presentations of implementation plans

17.30- 18.00 Wrap up and thanks

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Fees and cancellation policy 2010

Open-booking workshops: two-day introductory

Workshop fee: £925 plus VAT per person

Open-booking workshops: three-day certification and coaching

Workshop fee: £1375 plus VAT per person

Coaching: From £165 plus VAT per hour (optional and can be tailored)

Cancellation policy for open-booking workshops

To cancel or transfer to a future workshop within 4 weeks of the first day of an open-booking workshop: a fee of £150 will be charged for the 2 day and £250 will be charged for the 3 day.

To cancel or transfer to a future workshop prior to 4 weeks of the first day of an open-booking workshop: a fee of £50 will be charged for both the 2 day & the 3 day.

If transferring to a workshop which has been subjected to a price increase, the delegate will be invoiced for the additional charge.

abdi Ltd retains the right to cancel workshops due to unforeseen circumstances.

In-house workshops: two-day introductory

Workshop fee: from £7500 plus VAT for up to ten persons

In-house workshops: three-day certification and coaching

Workshop fee: from £11,500 plus VAT for up to 10 persons

Coaching: From £165 plus VAT per hour (optional and can be tailored)

Cancellation policy for in-house workshops

Cancellation within 4 weeks of the first day of the workshop, a fee of 25% of the full fees will be charged, or 10% if transferring to another agreed date.

Cancellation prior to 4 weeks of the first day of the workshop, a fee of 10% of the full fees will be charged, or to transfer to a future workshop there will be no fee charged.

If transferring the date of a workshop to a period subjected to a price increase, the client will be invoiced for the additional fee charge.

abdi Ltd retains the right to cancel workshops due to unforeseen circumstances.

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