

The Training Measurement Book: Best Practices, Proven Methodologies, and Practical Approaches

By Josh Bersin

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The Training Measurement Book offers managers, executives, and training and human resource professionals a method for measuring their investments in a way that provides information that is both actionable, credible, and meaningful to corporate leaders. Using the methods outlined in this important resource, you can free yourself from traditional, often cumbersome measurement models and put in place pragmatic, useful, and easy-to-implement approaches for measuring training activities.

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Editorial Review

From the Inside Flap

The Training Measurement Book

At its best, corporate training and development provides organizations with a distinct business and strategic advantage, making them stronger, faster, and smarter than their competition. At the other end of the spectrum, organizations can spend millions of dollars without the ability to adequately measure their programs' effectiveness, efficiency, or impact.

The Training Measurement Book offers managers, executives, and training and human resource professionals a method for measuring their investments in a way that provides information that is both actionable, credible, and meaningful to corporate leaders. Using the methods outlined in this important resource, readers can free themselves from traditional, often cumbersome measurement models and put in place pragmatic, useful, and easy-to-implement approaches for measuring training activities.

Based on years of research with hundreds of organizations, The Training Measurement Book provides an easy-to-follow, business-driven, down-to-earth approach to training measurement. The innovative Impact Measurement Framework®, outlined in this book, offers a solid solution for developing and implementing a complete and effective measurement program.

Comprehensive in scope, The Training Measurement Book explores the general principles of training measurement—asking why and how we should measure training and describes the pros and cons of using ROI.

The book examines the nine measurement areas that comprise The Impact Measurement Framework and details the seven-step training measurement process, identifying best-practices, tips, and techniques that make training measurement easy. In addition, the book discusses the use of tools, technologies, and systems that can make training measurement more efficient and ultimately more effective. The Training Measurement Book also contains illustrative case studies, examples, and an in-depth discussion of the topic of training analytics, to clearly show how organizations have implemented these measurement programs.

From the Back Cover

Advanced Praise for The Training Measurement Book

"This book is a must read for all learning executives! Derived from years of research with learning analytic best practices. Josh Bersin covers the entire spectrum with a comprehensive, complete, and credible approach to training measurement."
—**Frank J. Anderson, Jr.**, president, Defense Acquisition University

"Josh Bersin effectively tackles the hotly debated of area of training measurement, considered by many a topic shrouded in conceptual and statistical complexity. He takes a refreshing clear and simple look at how to effectively measure the impact of training."
—**Vince Eugenio**, vice president human resources, Enterprise Learning SolutionsCardinal Health

"From an apprentice to a master in the field, everyone will take away a full historical perspective, thought-provoking concepts, and practical resources. As always, Bersin's work takes us beyond a popular approach, offers the next step in evolution of a concept at hand, and is relevant, contextual, and based on facts and real-world observable patterns."
—**Irada Sadykhova**, director, Learning Strategies, Microsoft

"Josh Bersin provides badly needed clear thinking and practical insights in a muddled field. Training practitioners would do well to heed his advice and stop wasting money on counterproductive and misguided evaluation approaches."
—**Robert O. Brinkerhoff**, professor emeritus, Western Michigan University, and creatorof the Success Case Method

"The approach moves training and development from an event-based activity to a continuous, actionable process founded on information—an advancement long overduein the industry."
—**Michael Echols**, vice president, Bellevue University

"If you are new to training, *The Training Measurement Book* gives you everything you need to get started measuring your initiatives. If you are many years into the measurement journey, the book will motivate you to embed measurement as a de facto part of how your training group operates."
—**Chris Moore**, founder, Thinq and president, Zeroed-In Technologies, LLC

About the Author

Josh Bersin is the president and founder of Bersin & Associates, a leading industry research and advisory firm in enterprise learning and talent management. Bersin is the author of *The Blended Learning Book* from Pfeiffer, and *The High-Impact Learning Organization* and *High Impact Talent Management*.

Users Review

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