



Dobson Associates

Human Performance Consultants

Recommended Course Evaluation Statements and Format

In the interest of creating an efficient and effective “level four” evaluation tool it is necessary to insure that the information collected from the training participants will aid in the effort to calculate the “return on investment” (ROI).

This guide is for your use in gathering the requisite information to support your training and development efforts.

Measurement Nomenclature:

- Participant was interested in learning the course material
- The course challenged you intellectually
- You have become more competent in this area due to this course
- Workshops and group exercises helped contribute to your learning
- The instructor(s) related the concepts in a systematic manner
- The course was well organized and was adequately outlined
- Did this course make a significant contribution to your work-life

Measurement Scale:

Utilize a scale that makes the evaluation sensibly depict the actual training effect realized by the participants, and provides ease of implementation by the evaluator.

Many people like the “scale from one to ten” and others may prefer a “scale from one to five.”

Averaging the Scores:

It may be necessary to average the scores or to obtain a percentage to make the necessary calculations for the “return on investment” formula.

Develop and follow your ROI Analysis Plan based on the number of months expected before realizing results/impact/effect of training on the productivity, etc. of the company.

When attempting to measure “intangible data” you must develop values for each measurable aspect of the training event to include in the formula’s calculation.

A few samples of intangible data: increased confidence, improved teamwork, stress reduction, improved job satisfaction. (Many of these are thought of as impossible to measure.)

In these times of economically challenged work places it is vitally important to demonstrate the efficient and effective use of our training dollars.

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