

Make Training Evaluation Work

By Jack J. Phillips, Patricia Pulliam Phillips, Toni Krucky Hodges

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Evaluation is key to proving the value of training, yet many organizations still struggle with implementing a fully functioning evaluation program that is integrated throughout the learning process. This title is designed to break through organizational inertia and is structured to allow both selective exploration of the topic by seasoned professionals or beginning-to-learning experiences for the less experienced practitioner.

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Editorial Review

Review
In this resource-tight world, it isn't enough to assert the value of learning; training directors and chief learning officers have to be able to prove value in terms that make sense to senior line leadership. *Make Training Evaluation Work* provides a practical roadmap to implementing evaluation programs that build consensus among key stakeholders about the value of learning investments. This book enables you to conclusively answer the question. Are we getting our money's worth? --Carol E. Willett, Chief Learning Officer, US Government Accountability Office

This book is a must-read resource for anyone in the learning profession. The authors' many years of leadership and experience in the field of evaluation is translated into practical and sound guidance any practitioner--whether newcomer or veteran--can use to leverage the power of evaluation. --Robert O. Brinkerhoff, Professor, Western Michigan University

What a tremendous fieldbook for the learning professional charged with implementation of evaluation and ROI best practices! This is a book that is practical, specific, timely and filled with great tools, templates, and references. In an age of increased pressure to demonstrate the impact of training programs and interventions, *Make Training Evaluation Work* is truly a roadmap for success. --Rebecca L. Ray, Former President, Comcast University and Senior Vice President Comcast Cable Communications LLC

About the Author
Jack J. Phillips is a world-renowned expert on measurement and evaluation and is chairman of the ROI Institute. He is also the author or editor of more than 30 books with more than 27 years of corporate experience including service as a training and development manager at two Fortune 500 firms, senior HR officer at two firms, president of a regional federal savings bank, and management professor at a major state university.

Patricia Pulliam Phillips is an internationally recognized author, consultant, and researcher. She is president and CEO of the ROI Institute. She is also chairman of the Chelsea Group, an international consulting organization supporting organizations and their efforts to build accountability into their training, human resources, and performance improvement programs. Her most recent publications include *The Bottomline on ROI* (Center for Effective Performance, 2002), which won the 2003 ISPI Award for Excellence.

Toni Krucky Hodges has more than 23 years of experience measuring the impact of human performance improvement on organizations. She has conducted and managed operational systems and group evaluations for corporate, defense contracting, and government organizations. In addition to designing an award-winning evaluation program at Bell Atlantic, she is the author of *Linking Learning and Performance* (Butterworth-Heinemann, 2002) and editor of the 1999 *In Action: Measuring Learning and Performance* casebook (ASTD).

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