

IMPACT EVALUATION MASTER CLASS

PRESENTED BY PERFORMANCE IMPROVEMENT CONSULTING

DETERMINE THE ORGANISATIONAL IMPACT OF TRAINING AND BUSINESS INTERVENTIONS

DO YOU ASK YOURSELF THESE QUESTIONS?

- How widely are people using what they learned in our training programs?
- Are there specific groups/levels that are or are not using it?
- In the case of the deployment of a new initiative or product rollout, how can I assess effectiveness across the organisation, and identify where it was less or more successful, and why?
- How do I get evaluation data in measurable terms to demonstrate the impact of the intervention on the organisation, without a statistics degree?
- Which factors ensured the program had an impact? Which worked against it having impact?
- How can these factors be promoted or controlled in order to increase the impact going forward?

The Impact Evaluation Master Class will provide you with the answers to these questions in a timely and cost effective manner. This methodology differs from ROI in several respects. It is not derived from statistical averages based on subjective estimates of improved performance or productivity. Rather, it is a robust and rigorous approach that provides concrete, measurable and incontrovertible evidence of organisational impact. Business leaders find such tangible data far more compelling and convincing than being given a metric such as '123% ROI' which is generally distrusted (rightly so) and which provides no useful information that can be acted upon.

Impact Evaluation is a research-based approach to the evaluation of training and other interventions that allows you to make fast, practical assessments of organisational impact and business gains. This methodology adds further value by uncovering systemic factors that contribute to a positive impact, as well as the reasons for neutral or negative outcomes from an intervention. This allows you to rapidly improve future deliveries of the same program and gain enhanced outcomes.

Impact Evaluation is most often used in relation to training and leadership development, but it is also a powerful tool for assessing the impact of HR initiatives (e.g. deployment of a new performance management approach), OD initiatives (e.g. tracking a change initiative), sales or product roll-outs, mergers and acquisitions (where it went well/poorly and why), and wider.

Impact Evaluation is based on the work of Dr Robert Brinkerhoff, an internationally recognised evaluation expert and the author of several books, who developed Success Case evaluation in 1988. Success Case has been used in dozens of organisations and has been documented in *The Success Case Method* (2002) and the follow-up book of cases *Telling Training's Story* (2006). Dr Foxon has worked with Professor Brinkerhoff on several occasions, and is quoted on the back cover of his second book.

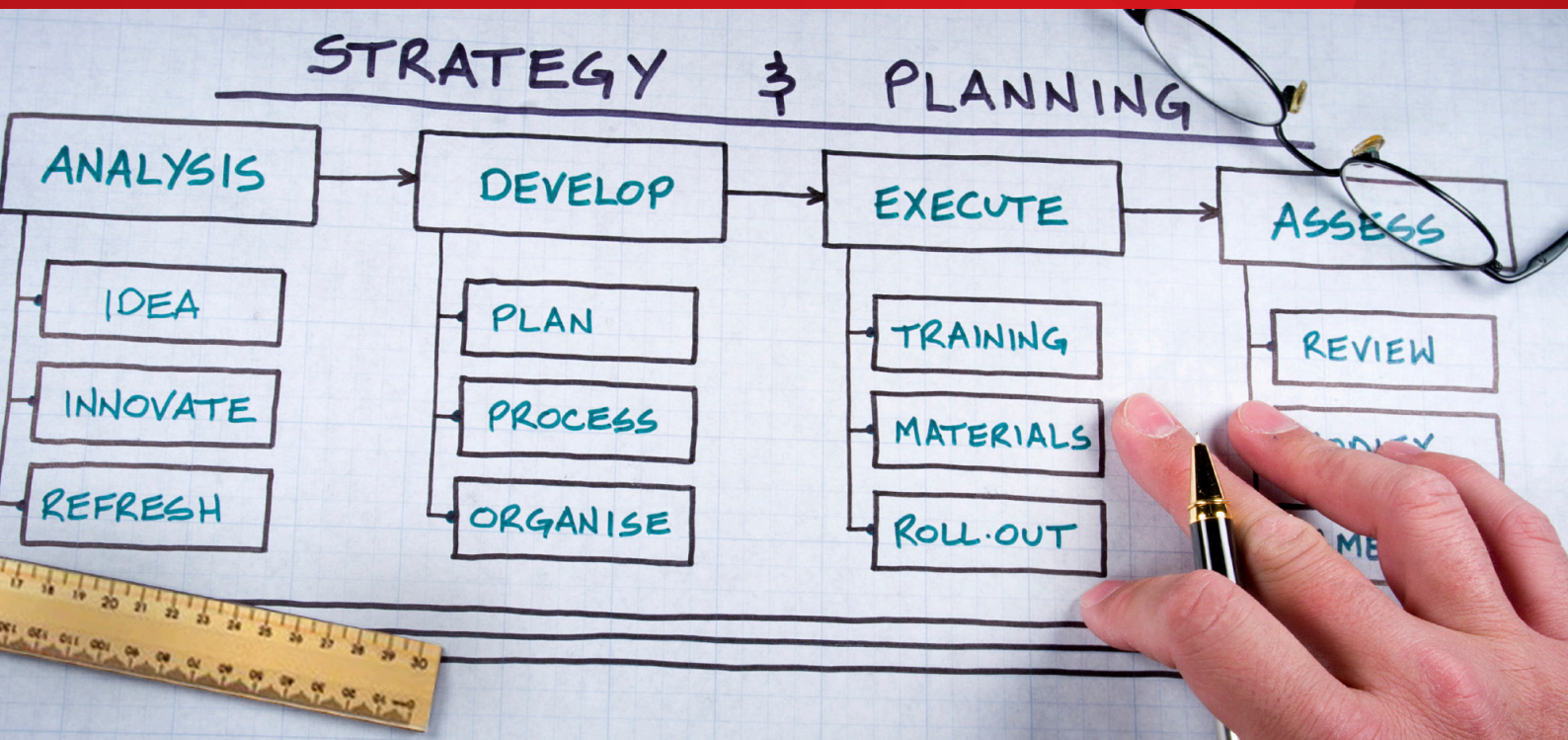
HOW IS THE MASTER CLASS CONDUCTED?

The one-day master class is limited to 15 participants (so that personal instruction can be given to each person during practice exercises), is practical and hands-on, and is built around current evaluation needs and projects if participants so desire. Participants receive exercises, considerable practice, and input focused on conducting an Impact Evaluation. By the end of the day, participants will be able to apply the tools and techniques to the evaluation of in-house or client interventions.

Topics covered include:

- Impact mapping
- Survey design
- Question formulation
- Population sampling
- Interviewing protocol
- Data analysis
- Report writing

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WHAT HAVE PAST ATTENDEES SAID ABOUT THIS MASTER CLASS?

"Excellent class leader who brought together theory with a pragmatic approach firmly rooted in the real world."

"I got a lot out of the day. All information was totally relevant and I will definitely go back and start using it."

"Marguerite is an experienced facilitator who managed to cover a lot of material in a relatively short period of time."

"Very interesting and thought provoking. Exactly what I wanted to be able to go back and challenge Senior Management on their decision about ROI."

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INSPIRING WORLDLY IDEAS.