LEO

FIND OUT HOW TO MEASURE THE BUSINESS IMPACT OF LEARNING

Why is measuring business impact important?

The global training market is worth billions. That's a huge amount of money, yet the real effectiveness of that investment is hardly ever measured. However, in a business world where KPIs and data rule the roost, this no longer makes sense.

So what's changed? The industry is starting to realise what is possible in the world of impact measurement. Crucially, the business of deriving clear and flexible data and therefore showing real impact is at a moment of step-change.

Simply put, the pressure on L&D to measure the impact of its programmes is now greater than ever.

What is getting in the way?

The feedback from our ['Measuring the Impact of Learning at Work' survey](#) and workshops, identified a number of key barriers for L&D leaders and Chief Learning Officers:

- 'A lack of time and resources'
- 'I don't know where to start'
- 'Don't know where to get data from or how to analyse it'

Benefits for you

To help you through the measurement maze, we have created a hands-on and highly immersive event called 'The Measurement Foundations Workshop'. We run the workshop at no cost to you, with your team, to take you through the first steps in creating your measurement strategy.

The purpose of the workshop is to give you a flavour of what you need to do to measure business impact, but don't interpret 'foundations' as something for beginners! The sessions will be uniquely tailored to where you are on the measurement journey – from understanding how to measure learner engagement, to the fundamentals of a big data approach and deploying predictive analytics.

Key outcomes

The workshop is all about sharing thinking and starting to get your team to align. We act as change agents and facilitators to make rapid progress towards understanding how to:

- benchmark where you are on your measurement journey
- identify and approach stakeholders
- use a big data approach to measure the impact of learning
- start a measurement process NOW!

What the workshop will cover

The workshop will take you through the key components of LEO Learning's Impact Measurement Strategy model and outline how you can potentially take this forward in your organisation. The workshop will take a deeper dive into components that are of greatest value to you.

Component 1:
Run a design-process that involves the people you need to help implement it

Component 2:
Establish business drivers

Component 3:
Map out stakeholders

Component 4:
Find the organisation KPIs

Component 5:
Define the data sources and data types

Component 6:
Define integration and the main technical tools required

Component 7:
Pilot the solution

Component 8:
Document costs, business case and strategy

Component 9:
Define the change programme

Component 10:
Plan to measure your measurement strategy

Customer testimonials

We have facilitated these deep-dive workshops with a number of organisations and here is what they have said:

Veolia:
"The LEO Learning team supported us with the initial processes ahead of developing a strategy to start measuring the business impact of learning. The workshop enabled the Veolia team to come together and develop a really practical output."

The Education and Training Foundation:
"We held an initial meeting of our senior management team and LEO Learning, where we discussed the meaning of impact for our various stakeholders and explored what data might be used to demonstrate this in each case. The stimulating discussion generated a series of ideas around how current impact measures might evolve, what new methods of collection might be useful and what new measures might be required."

American Jewish Joint Distribution Committee:
"It was great. We had some really good discussions around learning. The workshop surfaced a lot of different ideas and perspectives, and particularly brought out what our people want to achieve in terms of using innovation as a tool to take on social challenges. The question now is how we address that."

Who is LEO Learning?

LEO Learning sits at the heart of Learning Technologies Group's (LTG) portfolio of award-winning companies. Offering the market the breadth of LTG, LEO Learning is a specialist learning business, able to draw on services from sister companies across the Group, including: Rustici Software (leaders in xAPI technology) and Watershed (learning analytics experts).

Contact us on measuring@leolearning.com to find out how to start measuring the impact of your learning.