

How to measure the impact of your learning programs

Great measurement is about both proving and improving: It helps you demonstrate the impact your learning programs are having and then make them even more effective.

Start with a model

To measure learning in an accurate way, you need to follow a model. The Kirkpatrick Model is both simple and pragmatic, dividing learning into four phases:

- 1 Reaction**
Learners' initial impression of the training.
Was it fun and engaging?
- 2 Learning**
Did the learners actually acquire the intended skills/knowledge? Just make sure to have a pre-training benchmark!
- 3 Behaviors**
Are people applying what they learned?
If people learned successfully (as shown in Level 2) but behavior didn't change, look for a cultural barrier or process stopping them from putting their training into action.
- 4 Outcomes**
What are the business impacts of the training?
These outcomes include KPIs like ROI, number of sales, and efficiency metrics.

Apply the model to your program

A learning model is only effective if you use it. Here are some tips:

Don't skip levels

Training programs are often created to solve a Level 4 problem (How do we improve sales?), but the discussion then shifts to Level 1 (How do we make training that's engaging for salespeople?). Instead, work your way down the pyramid in order.

Always measure, even if the impact of training seems obvious

Your business isn't a perfectly controlled double blind experiment. You can't simply look at KPIs before and after training and gauge impact on that alone. For example, an overall program (like switching over to a new software tool) can have a positive impact even if the training is poor. This means that even more value could have been unlocked with proper training. To get these insights, run pre- and post-training assessments of knowledge and behaviors.

Act on feedback

For learners, nothing is worse than providing detailed feedback...and then seeing it ignored. When gathering feedback, be sure to have an implementation plan.



You wouldn't run a marketing campaign without measuring its effectiveness.

The same should be true for learning plans. By using a model and analyzing the impact learning has on your business, you can prove L&D's effectiveness and make it even more effective in the future.

And if you need help, Docebo makes it easy with [Learning Impact](#). It's a robust data tool with consolidated reports, intuitive data dashboards that anyone can use, and the power to show you how learning is impacting business performance.

So, if you want to prove that L&D is having an impact, let's chat.

[Book a demo](#)