# Maximizing L&D Impact and ROI for Business Growth Training Course



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Lisbon

4500 € (Per Person)

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## Course Introduction / Overview:

This course provides a comprehensive framework for measuring and maximizing the return on investment (ROI) of learning and development initiatives. In today's competitive landscape, organizations demand tangible proof of the value generated by training programs. This course moves beyond traditional satisfaction surveys to equip participants with robust methodologies for quantifying the business impact of L&D. Drawing upon the pioneering work of experts like Jack J. Phillips, particularly his Phillips ROI Methodology detailed in "Return on Investment in Training and Performance Improvement," we will explore a systematic process for evaluating training at multiple levels. Participants will learn to align L&D objectives with strategic business goals, collect and analyze performance data, isolate the effects of training from other factors, and convert program outcomes into monetary values. BIG BEN Training Center has designed this program to be intensely practical, enabling professionals to build a compelling business case for L&D, secure executive buy-in, and strategically position the learning function as a critical driver of organizational success and profitability. This is not just about calculation; it is about cultivating a culture of accountability and continuous improvement within the L&D function.

## Target Audience / This training course is suitable for:

- Learning and Development (L&D) Managers and Specialists.
- Human Resources (HR) Directors and Business Partners.
- Training and Development Coordinators.
- Talent Management Professionals.
- Organizational Development (OD) Consultants.
- Department Heads and Line Managers responsible for team development.
- Finance professionals seeking to understand L&D value.

## Target Sectors and Industries:

- Technology and Information Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

## Target Organizations Departments:

- Human Resources.
- Learning and Development.
- Talent Management.
- Organizational Development.
- Finance and Accounting.
- Operations Management.
- All departmental leadership teams.

## Course Offerings:

By the end of this course, the participants will have able to:

- Align learning and development initiatives with core strategic business objectives.
- Apply the five-level evaluation framework, including the Phillips ROI Methodology.
- Develop a comprehensive data collection plan for before, during, and after training.
- Utilize various techniques to isolate the impact of training from other influencing factors.
- Convert qualitative and quantitative program outcomes into tangible monetary values.
- Calculate the benefit-cost ratio (BCR) and return on investment (ROI) for L&D programs.
- Develop and present a credible, data-driven impact study to senior leadership.
- Forecast the potential ROI of future training initiatives to support budget proposals.
- Communicate the strategic value of the L&D function across the organization.
- Integrate ROI measurement into the entire L&D project lifecycle.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. This course moves beyond theoretical lectures to immerse participants in the practical application of L&D ROI principles. The program is built around a series of hands-on workshops, real-world case studies, and collaborative group exercises where participants will work through the entire ROI calculation process. We will utilize business simulations that require teams to develop an evaluation strategy, collect mock data, and build a compelling business case for a training initiative. Facilitated discussions and peer-to-peer feedback sessions will encourage the sharing of challenges and best practices. Participants will receive practical templates and tools for data collection, analysis, and reporting that they can immediately adapt for use within their own organizations. Our expert facilitators create a dynamic learning environment that fosters critical thinking and problem-solving, ensuring that every participant leaves with not just the knowledge, but also the confidence to implement a robust L&D measurement strategy.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic L&D Measurement

- Introduction to Learning and Development ROI.
- The evolution from activity metrics to impact metrics.
- The Kirkpatrick Four Levels of Evaluation model.
- Introduction to the Phillips ROI Methodology as the fifth level.
- Linking L&D initiatives directly to strategic business goals.
- Identifying key performance indicators (KPIs) for training programs.
- Stakeholder analysis and managing expectations for L&D evaluation.

### Unit Two: Planning and Data Collection for ROI Studies

- Developing a comprehensive evaluation plan and timeline.
- Defining program objectives at multiple evaluation levels.
- Selecting appropriate data collection methods and instruments.
- Gathering Level 1 (Reaction) and Level 2 (Learning) data effectively.
- Designing tools to measure Level 3 (Application and Implementation).
- Identifying sources for Level 4 (Business Impact) data.
- Establishing a baseline for pre-training performance measurement.

### Unit Three: Isolating Training Impact and Converting Data to Monetary Value

- The importance of isolating the effects of the training program.
- Control group analysis and trend line analysis techniques.
- Using participant and management estimates to isolate impact.
- Methods for converting data to monetary value.
- Calculating the value of quality improvements and time savings.
- Using historical costs and expert input for valuation.
- Building credibility in the data conversion process.

## Unit Four: Calculating Costs, ROI, and Reporting Results

- Tabulating the fully loaded costs of a training program.
- Calculating the total monetary benefits from the program.
- The ROI formula: (Net Program Benefits / Program Costs) x 100.
- Calculating the Benefit-Cost Ratio (BCR).
- Identifying and analyzing intangible benefits.
- Structuring a compelling and credible ROI impact report.
- Presenting findings to different audiences, from managers to executives.

## Unit Five: Sustaining a Culture of Accountability and Continuous Improvement

- Integrating ROI methodology into the L&D project lifecycle.
- Using ROI data to improve future L&D programs.
- Forecasting the potential ROI for new training proposals.
- Overcoming common barriers to implementing ROI evaluation.
- Communicating the ongoing value of the L&D function.
- Leveraging technology for learning analytics and ROI tracking.
- Final project: Developing a complete ROI evaluation plan for a sample case study.

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

Beyond financial metrics, how can L&D professionals holistically prove the intangible, long-term value of fostering a continuous learning culture within an organization?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the theoretical discussion of ROI to a deeply practical and hands-on application. While many programs explain the "what" and "why" of L&D measurement, this training focuses intensely on the "how." Participants will not just learn about the Phillips ROI Methodology; they will actively apply it through guided workshops and realistic case studies, mastering the often-challenging steps of isolating training impact and converting diverse data points into credible monetary values. The curriculum is specifically designed to build confidence in presenting these findings to senior leadership, a critical skill for securing future L&D investment. Furthermore, the course emphasizes the strategic alignment of learning with business objectives from the very first unit, ensuring that ROI is not an afterthought but an integral part of the entire L&D strategy. It provides a complete toolkit, from data collection templates to reporting frameworks, enabling participants to implement a robust measurement system immediately upon returning to their organizations, thereby transforming their L&D function from a cost center to a proven value driver.