Maximizing Corporate Training ROI and Business Impact Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #TDD8081_295046

Course Introduction / Overview:

This comprehensive training course is designed to transform how organizations perceive and measure the value of their learning and development initiatives. In today's competitive landscape, it is no longer sufficient to simply deliver training; organizations must demonstrate a tangible return on their investment. This program moves beyond traditional satisfaction surveys and learning assessments to provide a systematic process for measuring the true business impact of training programs. Drawing upon the groundbreaking work of Dr. Jack J. Phillips, a world-renowned expert in measurement and evaluation, and concepts from his influential book "Return on Investment in Training and Performance Improvement", this course provides a credible methodology for calculating financial ROI. Participants will learn to isolate the effects of training from other factors, convert both hard and soft data into monetary values, and calculate the final return on investment. At BIG BEN Training Center, we empower professionals to build a compelling business case for training, justify budgets, and align learning initiatives directly with strategic organizational goals, turning the training function from a cost center into a proven value driver.

Target Audience / This training course is suitable for:

- Learning and Development (L&D) Managers and Professionals.
- Human Resources (HR) Directors and Business Partners.
- Training Coordinators and Specialists.
- Organizational Development (OD) Practitioners.
- Talent Management Leaders.
- Department Heads and Line Managers responsible for training budgets.
- Corporate Trainers and Instructional Designers.
- Anyone involved in evaluating the effectiveness of workplace learning programs.

Target Sectors and Industries:

- Corporate and Commercial Sectors.
- Banking, Finance, and Insurance Industries.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Oil, Gas, and Energy Sectors.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services Firms.

Target Organizations Departments:

- Human Resources Department.
- Learning and Development Department.
- Training and Employee Development Department.
- Talent Management and Acquisition.
- Organizational Development.
- Performance Management.
- Finance and Budgeting Departments.
- All operational departments seeking to measure the impact of their internal training.

Course Offerings:

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

- Apply the five-level evaluation framework, including the Phillips ROI Methodology.
- Develop a comprehensive data collection plan for training evaluation.
- Isolate the specific impact of training programs from other business influences.
- Convert program results and improvements into tangible monetary values.
- Calculate the Benefit-Cost Ratio (BCR) and Return on Investment (ROI) for training initiatives.
- Analyze and account for the intangible benefits of training programs.
- Communicate evaluation results effectively to senior management and key stakeholders.
- Build a credible business case for future learning and development investments.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and results-oriented. We believe that learning is most effective when it is applied directly to real-world challenges. This course moves beyond theoretical lectures to immerse participants in a dynamic learning environment. The program is built around a blend of expert instruction, practical case studies, and hands-on workshops where participants will work through the entire ROI calculation process. Group discussions and collaborative exercises will encourage peer-to-peer learning and the sharing of diverse industry experiences. Participants will engage in simulation activities to practice data collection, impact isolation, and value conversion techniques. A significant portion of the course is dedicated to building a complete ROI impact study, providing a tangible takeaway. Our expert facilitators provide continuous feedback and coaching, ensuring that every participant leaves with the confidence and competence to implement a robust training ROI system within their own organization.

Course Agenda (Course Units):

Unit One: Foundations of Training Evaluation and ROI

- Introduction to the ROI Methodology.
- The evolution from activity-based to results-based L&D.
- Understanding the Kirkpatrick Four Levels of Evaluation.
- Introducing the Phillips ROI Methodology as Level 5.
- Aligning training programs with specific business needs and goals.
- Developing application and impact objectives.
- Building a business case for measurement and evaluation.

Unit Two: Planning and Data Collection

- Creating a comprehensive ROI evaluation plan.
- Designing effective data collection instruments and tools.
- Gathering data at Level 1 (Reaction and Planned Action).
- Measuring learning and confidence at Level 2 (Learning).
- Assessing application and implementation at Level 3 (Application).
- Identifying and tracking business impact metrics at Level 4 (Impact).
- Techniques for collecting pre-training and post-training data.

Unit Three: Isolating the Effects of Training

- The importance of isolating the impact of the training program.
- Using control group arrangements to compare performance.
- Applying trend line analysis of performance data.
- Using forecasting methods to estimate training impact.
- Gathering estimates from participants and supervisors.
- Calculating the credibility of data through confidence adjustments.
- Selecting the most appropriate isolation technique for your project.

Unit Four: Converting Data to Monetary Value

- Methods for converting data to monetary values.
- Calculating the value of quality improvements and time savings.
- Assigning value to increased output and productivity.
- Converting employee-centric measures like engagement and retention.
- Calculating the total costs of a training program.
- Identifying and analyzing intangible, non-monetary benefits.
- Tabulating the total monetary benefits of the program.

Unit Five: Calculating ROI and Reporting Results

- Calculating the Benefit-Cost Ratio (BCR).
- Calculating the final Return on Investment (ROI) percentage.
- Conducting a sensitivity analysis on the results.
- Developing a comprehensive ROI Impact Study report.
- Creating executive summaries and stakeholder presentations.
- Communicating results with impact and credibility.
- Using ROI data to improve future training programs and secure funding.

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 ROI, how can an organization systematically measure and report the strategic, long-term value of training on intangible assets like organizational culture, innovation, and brand reputation?

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

This course distinguishes itself by moving beyond theoretical evaluation models into the realm of practical, financial accountability. While many courses focus on the first four levels of evaluation, our program dedicates significant time to mastering Level 5, the Phillips ROI Methodology, which is the global standard for measuring learning impact. The core strength of this training lies in its rigorous focus on isolating the effects of training from other business variables, a critical step often overlooked that ensures the credibility of the results. Participants do not just learn the formula; they engage in hands-on workshops to convert abstract data, such as improved productivity or customer satisfaction, into concrete monetary values. Furthermore, the curriculum emphasizes the art of communication, teaching professionals how to present their findings in a compelling narrative that resonates with senior leadership and finance departments. It equips L&D professionals with the language and evidence needed to reposition training from a necessary expense to a strategic investment that drives measurable business success, fostering a data-driven culture of continuous improvement.