

# € TRAINING

Measuring and Maximizing Training ROI



4 - 8 August 2025  
Geneva (Switzerland)



# Measuring and Maximizing Training ROI

REF: H215 DATE: 4 - 8 August 2025 Venue: Geneva (Switzerland) - Fee: 5940 Euro

## Introduction:

This training program delves into advanced strategies and methodologies for measuring and maximizing the Return on Investment ROI in training initiatives. It empowers participants to accurately assess the impact of training programs and optimize resources for greater organizational success.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand the principles of Training ROI measurement.
- Develop strategies to align training with business objectives.
- Utilize tools and techniques to calculate ROI.
- Optimize training programs for maximum impact.
- Implement continuous improvement in training processes.

## Targeted Audience:

- Training and Development Managers.
- HR Professionals.
- Learning and Development Specialists.
- Organizational Development Consultants.
- Business Executives involved in training decisions.

## Program Outline:

### Unit 1:

#### Understanding Training ROI:

- Definition and importance of Training ROI.
- The business case for measuring ROI.
- Key components of ROI analysis.

- Aligning training objectives with business goals.
- Common challenges in measuring ROI.

## Unit 2:

### ROI Calculation Techniques:

- Data collection methods for ROI calculation.
- Cost-benefit analysis in training.
- Using the Phillips ROI Methodology.
- Analyzing tangible and intangible benefits.

## Unit 3:

### Aligning Training with Business Objectives:

- Identifying training needs based on business strategy.
- Linking training outcomes to business performance.
- Creating measurable training objectives.
- Importance of Involving stakeholders in the training design process.
- Ensuring training relevance and applicability.

## Unit 4:

### Maximizing ROI through Training Design:

- Methods for designing cost-effective training programs.
- Leveraging technology for training delivery.
- Techniques for enhancing learner engagement.
- Measuring knowledge retention and application.
- Case studies on high-impact training initiatives.

## Unit 5:

### Continuous Improvement and Reporting:



- Strategies for ongoing evaluation and improvement.
- How to report training ROI to stakeholders.
- Tools for tracking and analyzing training outcomes.
- Techniques for sustaining training effectiveness.
- Developing a culture of continuous learning and development.