



The Real Value of Training: Measuring and Analyzing Business Outcomes and the Quality of ROI

By Ron Stone

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 272 pages. Dimensions: 9.3in. x 7.4in. x 1.0in. GET THE TOOLS AND KNOW-HOW THAT MAKE ROI MORE THAN JUST A NUMBER Ron does such a great job answering the question that has baffled many learning professionals for years: How do we measure and demonstrate the value of training. Applying his methodology of ROI is inspiring in that the exercise helps to translate training activities into improved performance and, ultimately, tangible business outcomes, rather than mere calculation of numbers. JUDY FENG, Director, Talent Management, Baxter Asia Pacific Those who have criticized ROI will be pleased with Stones ROI Quality Analysis (RQA). HR directors and training managers will benefit from implementing this credible technique, and Stones secret sauce ingredients allow instructional designers to serve up a five-star training program. STEPHANIE MOOSHEGIAN, Ph. D. , Chair, Saint Louis Universitys Organizational Studies Program Loaded with robust and practical methodologies, templates, and proven tools, The Real Value of Training masterfully demystifies ROI. As a seasoned learning and development practitioner, I can now add a valuable ROI approach that when used with both tangible and intangible results tells a powerful story of how significant learning events contribute to positive...



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