



HUMAN RESOURCES AND TRAINING

Measuring & Maximising Training ROI

Course code: HRT-067

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Organizations invest significant resources in learning and development initiatives, making it essential to evaluate whether training activities deliver measurable value. This course provides participants with practical methods for aligning training with organizational goals, evaluating training effectiveness, measuring return on investment, and maximizing both financial and non-financial outcomes from development initiatives.

Why Attend

The course uses a practical and interactive methodology including presentations, workshops, group discussions, case studies, practical exercises, ROI calculations, evaluation activities, and real-world learning and development scenarios.

Who Should Attend

HR professionals
Learning and development specialists
Training managers and coordinators
Talent management professionals
Line managers and supervisors
Organizational development specialists
Professionals responsible for workforce

— Learning Objectives

- Understand the strategic value of learning and development initiatives
- Align training interventions with business objectives
- Apply methods for measuring training effectiveness and outcomes
- Calculate and interpret training return on investment (ROI)
- Develop effective learning and development strategies
- Improve evaluation and reporting processes
- Maximize organizational value from training investments

Course Outline

**DAY
1**

Strategic Foundations of Training and Organizational Performance

- Understanding the strategic role of learning, development, and workforce capability
- Building the business case for training investments
- Exploring approaches for developing employee skills and performance
- Evaluating development initiatives and personal development planning processes
- Reviewing models used for measuring training effectiveness and return on investment
- Creating organizational support systems that strengthen learning impact

**DAY
2**

Aligning Learning Initiatives with Business Objectives

- Understanding the relationship between training and organizational strategy
- Identifying future skills and competency requirements
- Conducting development needs analysis effectively
- Aligning learning interventions with operational and business priorities
- Planning and implementing effective learning and development initiatives
- Maximizing broader organizational benefits beyond direct financial returns

**DAY
3**

Measuring and Calculating Training Return on Investment

- Understanding barriers to measuring learning effectiveness
- Identifying what should be measured and selecting appropriate metrics
- Establishing meaningful performance indicators and success criteria
- Evaluating the effectiveness and impact of training activities
- Estimating costs and expected organizational benefits
- Applying methods for calculating and interpreting return on investment

**DAY
4**

Managing and Facilitating Learning Processes

- Understanding adult learning principles and effective learning approaches
- Clarifying the responsibilities of leaders, HR professionals, and employees in development activities
- Establishing strategic learning objectives and desired outcomes
- Designing interventions at both organizational and individual levels
- Developing training budgets and resource planning approaches
- Evaluating internal and external training delivery options

DAY
5

Training Evaluation and Continuous Improvement

- Reviewing different evaluation models and methodologies
- Using evaluation outcomes to improve future development initiatives
- Understanding levels of training evaluation and performance measurement approaches
- Linking evaluation results with return on investment objectives
- Addressing common misconceptions surrounding evaluation processes
- Course review and development of action plans for implementation

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€1,925
12 - 16 October 2026	Frankfurt - Germany	€1,625
9 - 13 November 2026	Kuala Lumpur - Malaysia	€1,400
16 - 20 November 2026	Amsterdam - Netherlands	€2,125
7 - 11 December 2026	London - United Kingdom	€2,100
14 - 18 December 2026	Kuala Lumpur - Malaysia	€1,400
21 - 25 December 2026	Barcelona - Spain	€1,925
4 - 8 January 2027	Istanbul - Türkiye	€1,600

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.