Solve Impact Mysteries

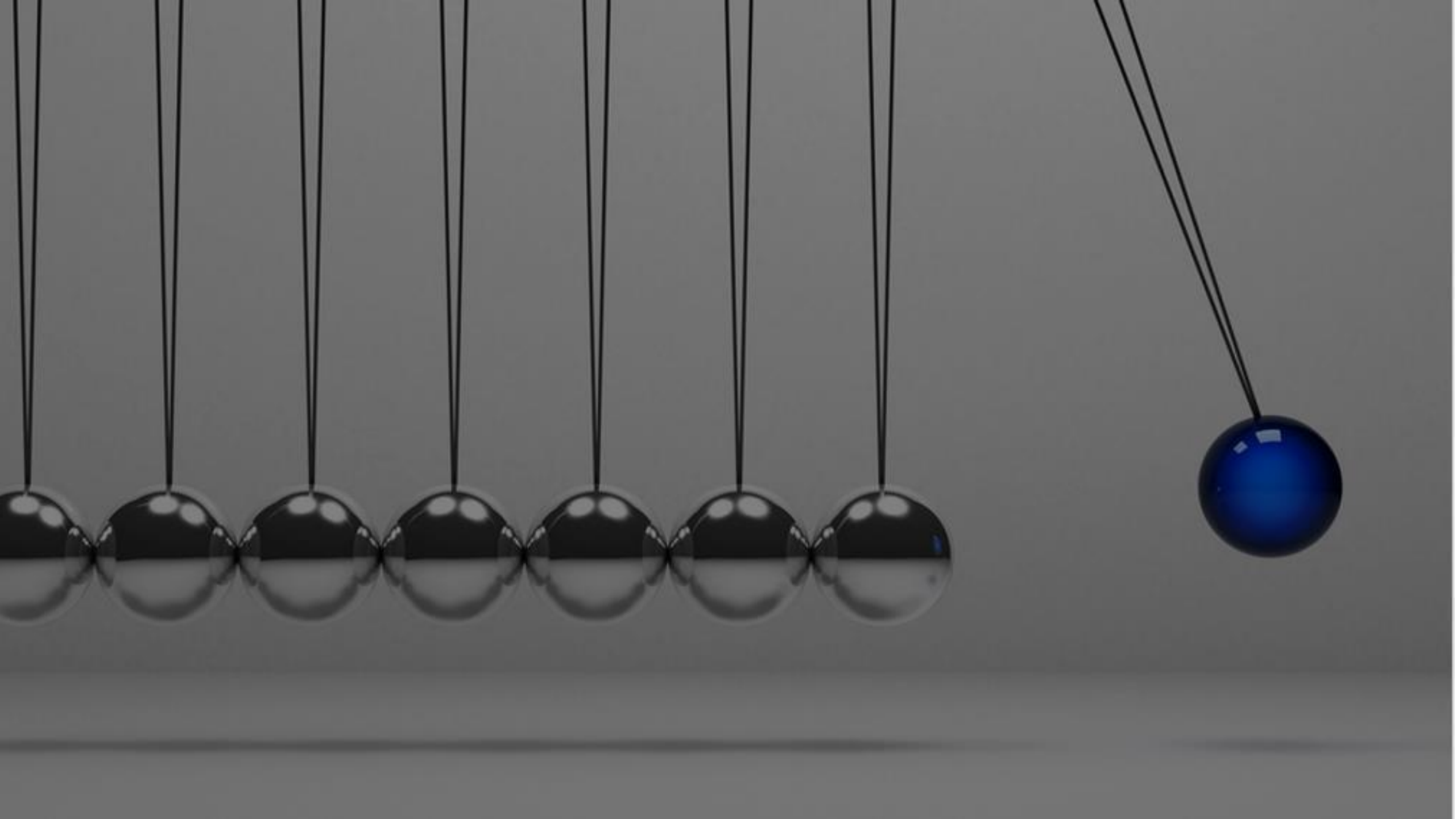
Like an L&D Detective

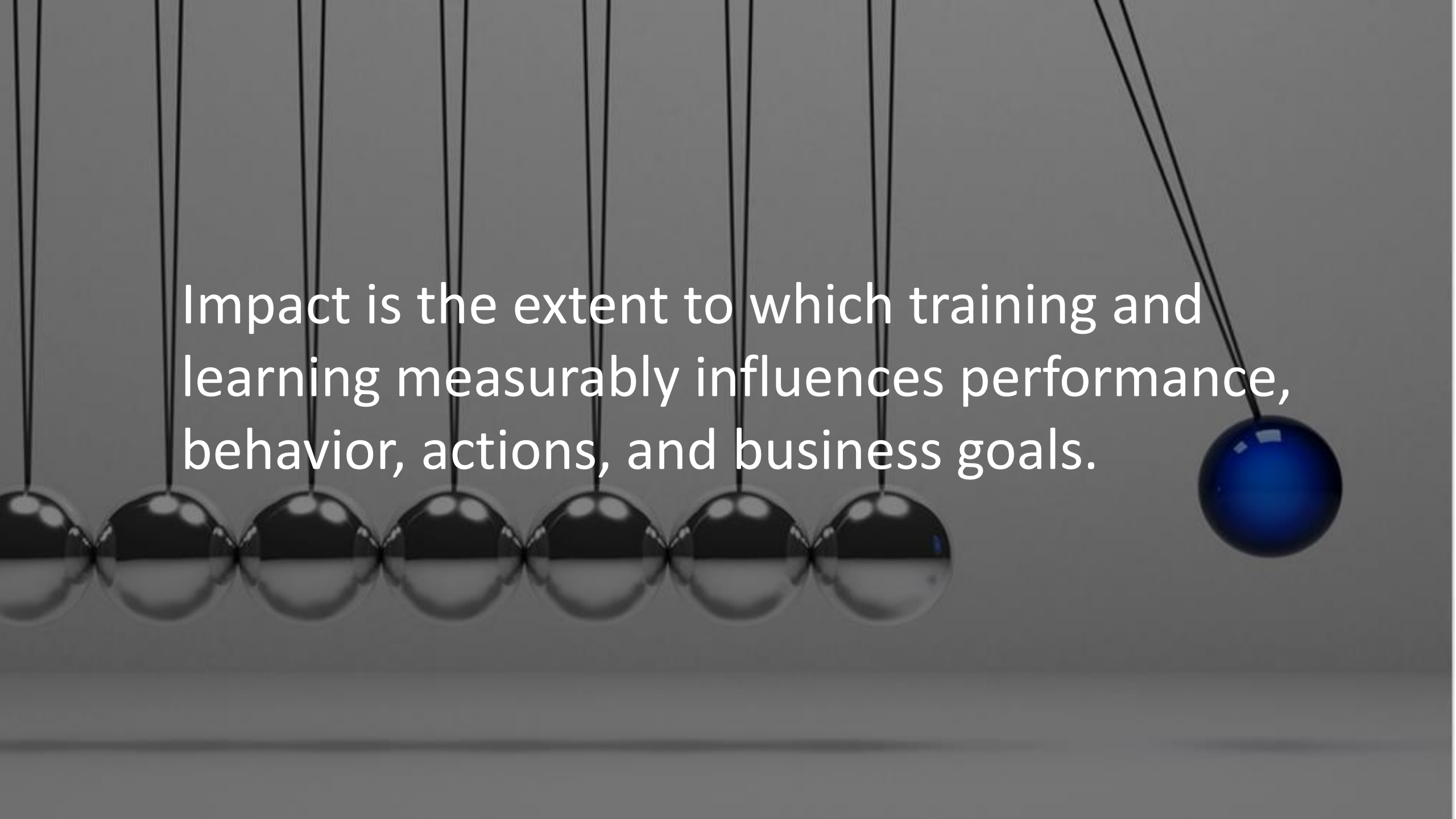
learning technologies
SUMMER FORUM

Kevin M. Yates

kevinmyates.com

Technology owns 30%
uce "x" by 20%
duction owns 40%





Impact is the extent to which training and learning measurably influences performance, behavior, actions, and business goals.

L&D detective guiding principles

Performance is the north star.

You can’t measure everything.

If you don’t plan for impact in the beginning, it will be difficult to measure in the end.

Measuring the impact of training and learning may not be easy but it is possible.

Find one thing about performance you can attribute to training and learning and let that lead to the facts about impact.

When should you conduct an impact investigation?

PRIORITY

Does it have leadership attention, visibility, or sponsorship?

PARITY

Is there alignment with a business goal?

PURPOSE

Are there specific targets for performance?

PINPOINTS

Does it have measures or KPIs for people or business performance?

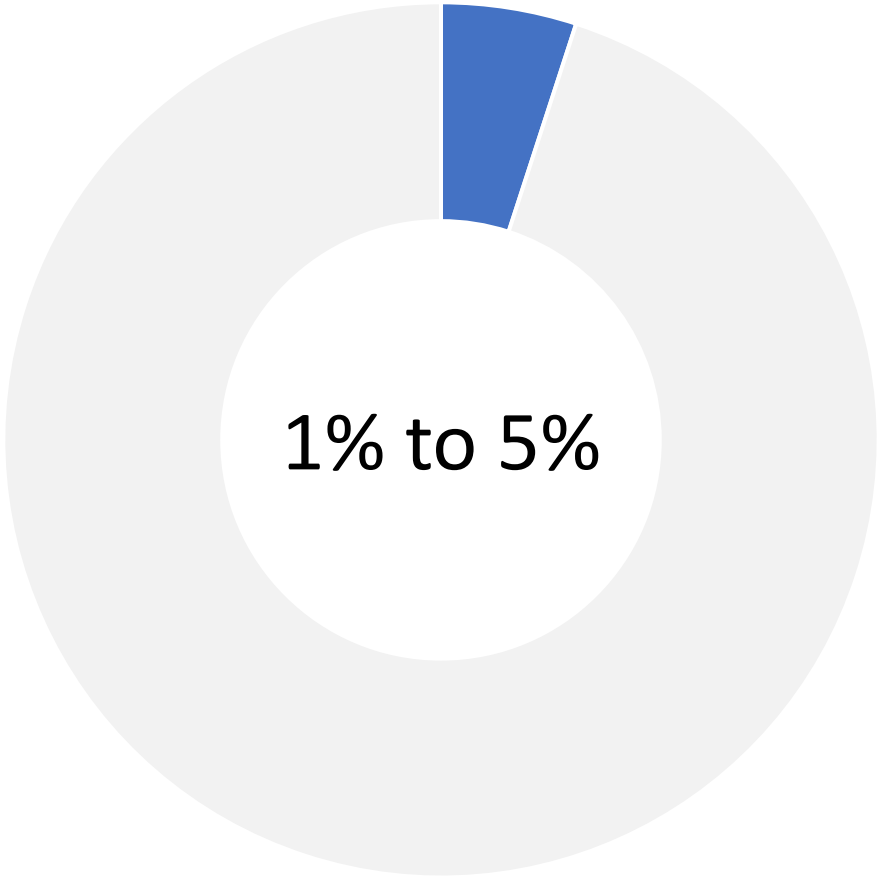
PARAMETERS

Is there support for sustainable performance?

PAYOFF

Are there significant investments for time and/or money?

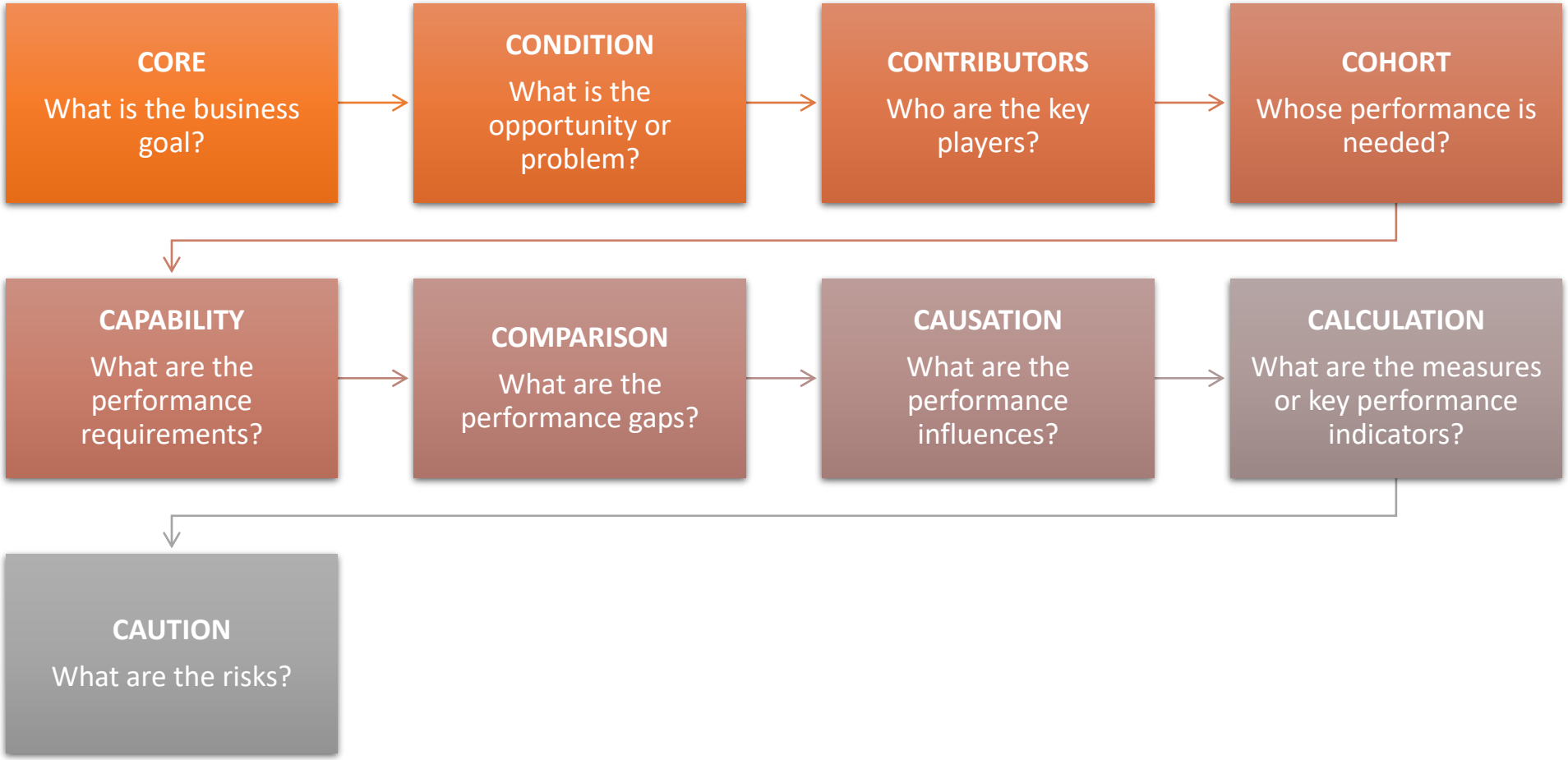
Impact investigation eligibility



1

Is your programme ready for an impact investigation?

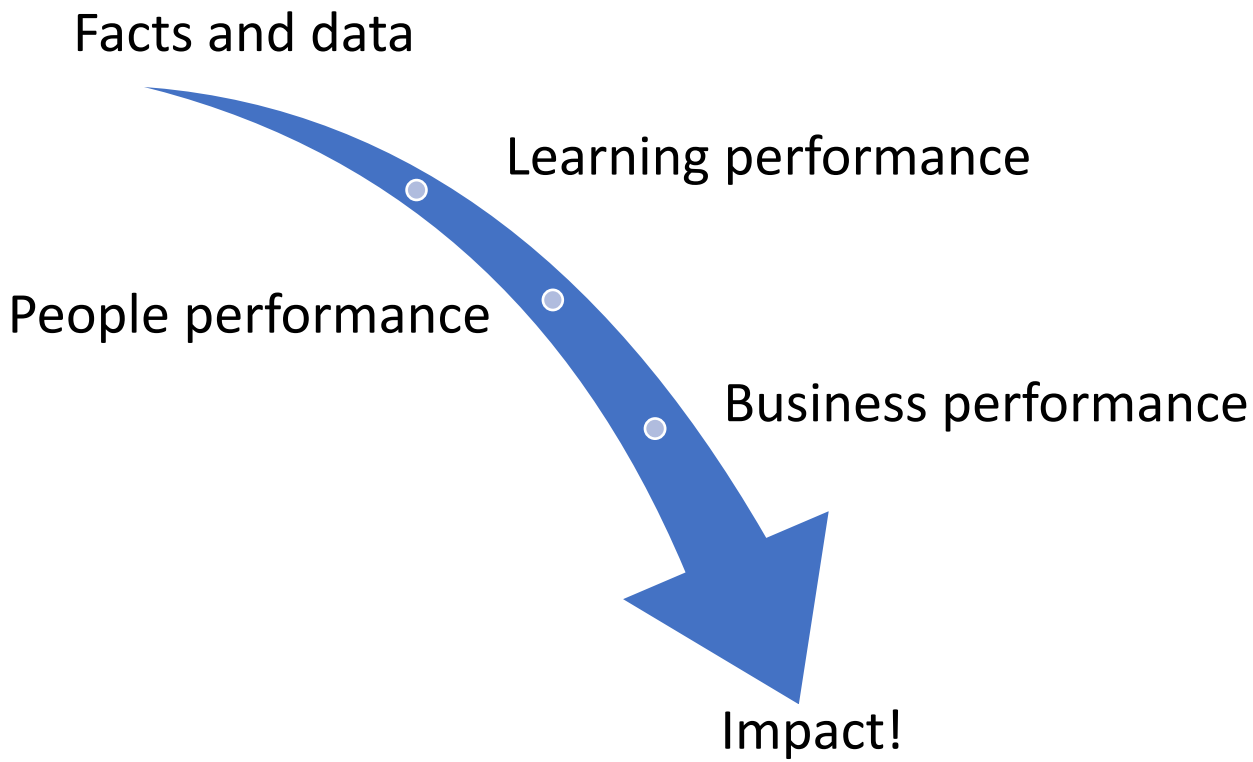
What questions should I ask?



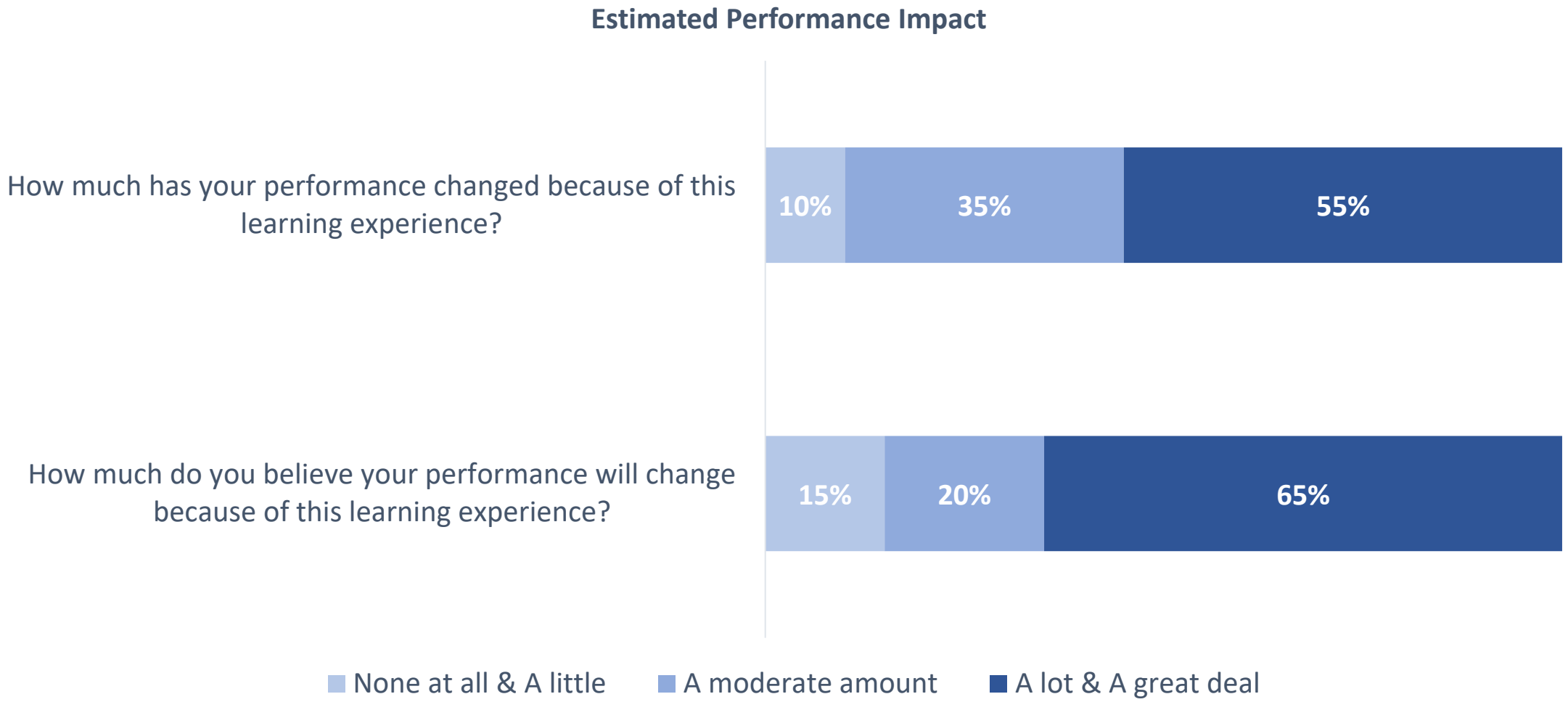
2

Clues and evidence for impact

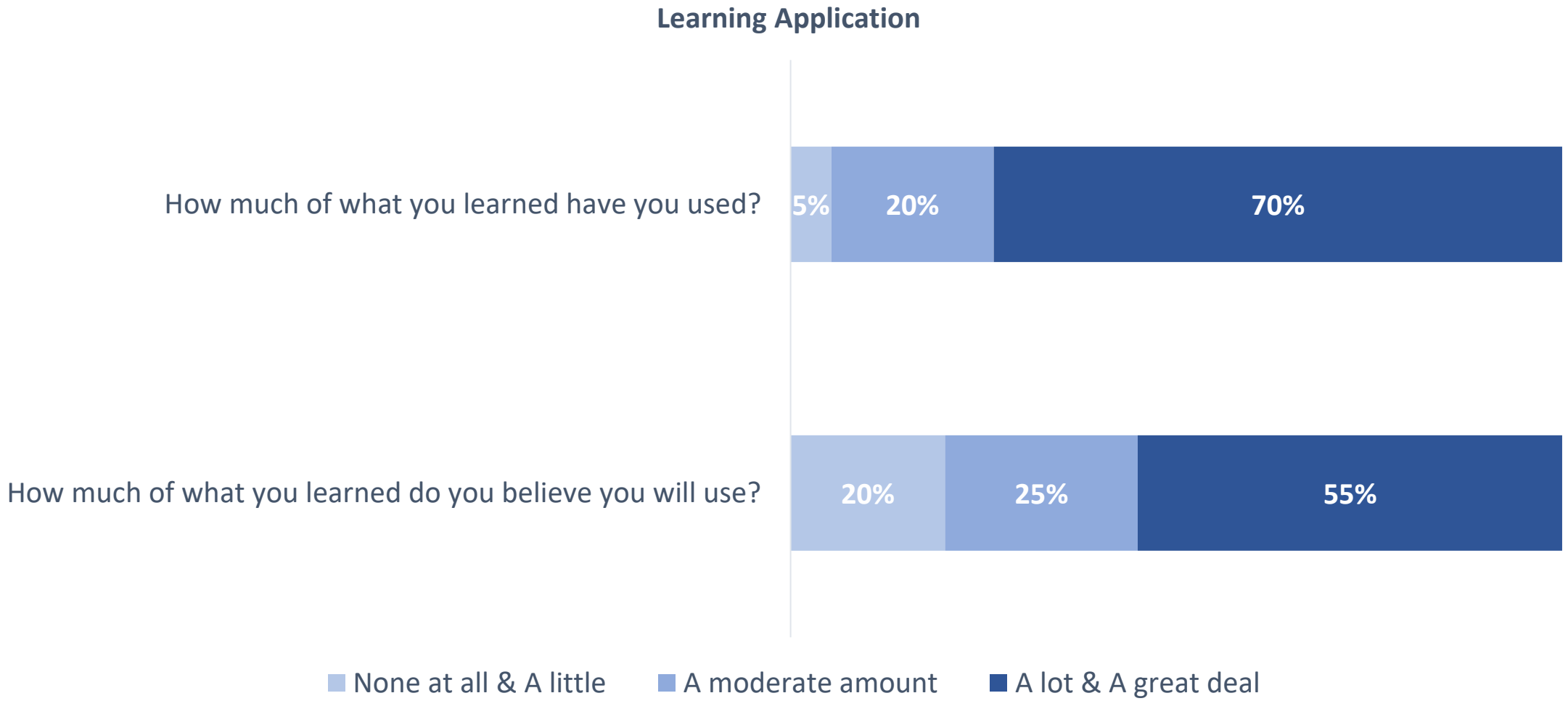
Clues and evidence for impact



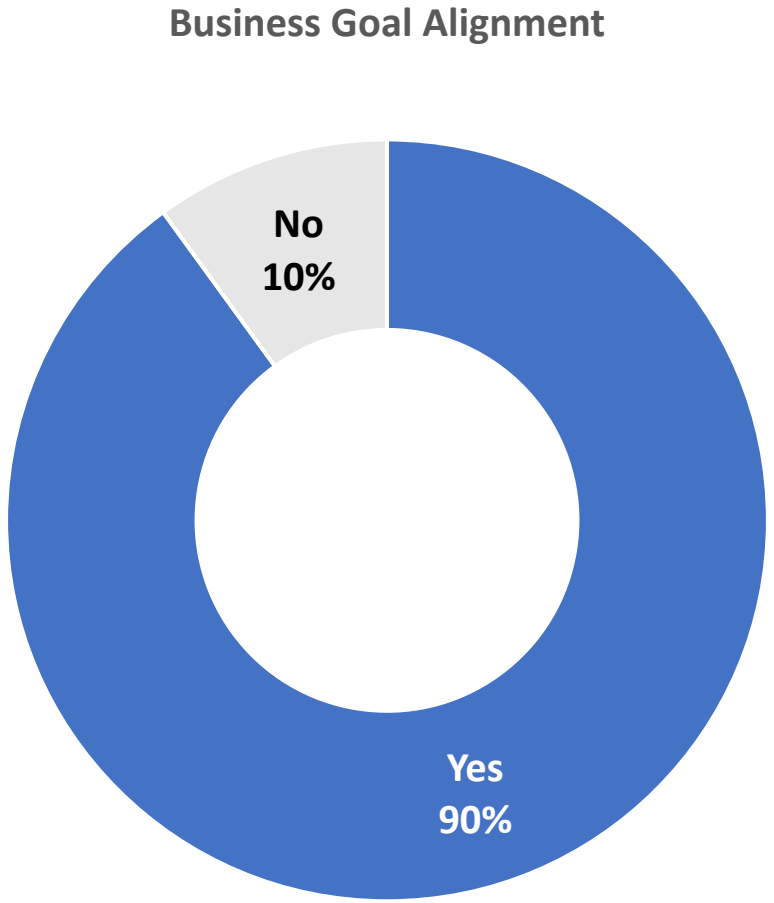
Clues for impact; learning performance



Clues for impact; learning performance

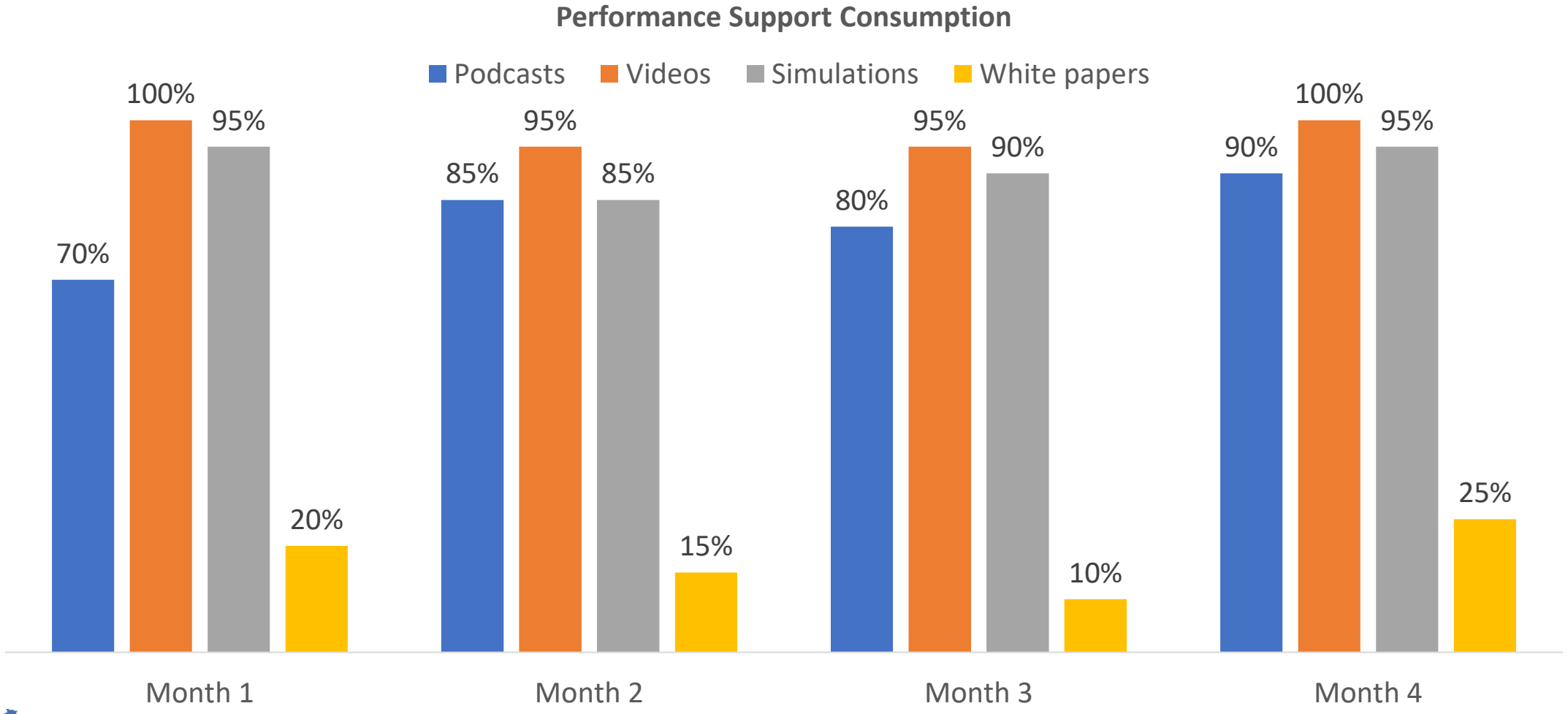


Clues for impact; learning performance



I see the connection between using what I learned and achieving the business goal.

Clues for impact; performance support consumption



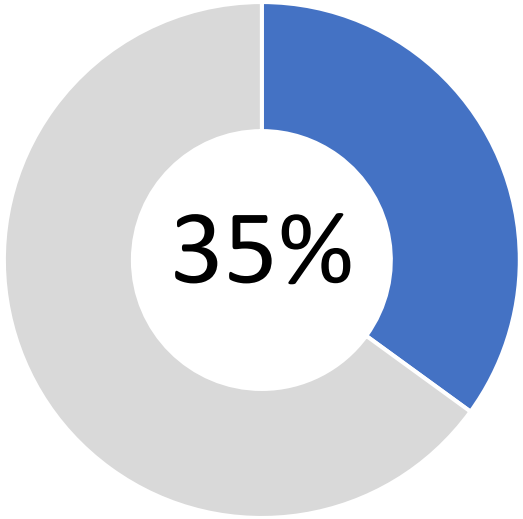
Evidence for impact; test and control groups

Test Group

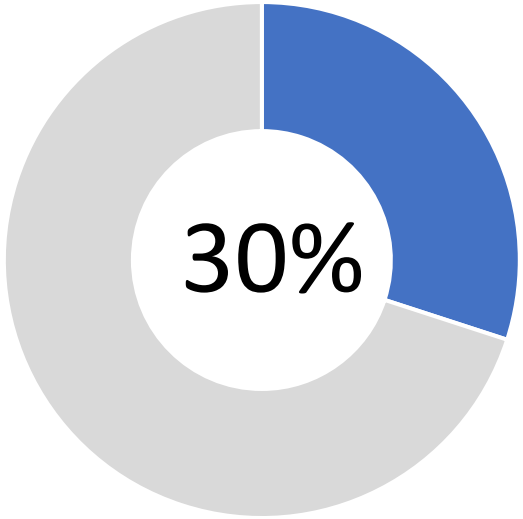
Control Group

Evidence for impact; people performance

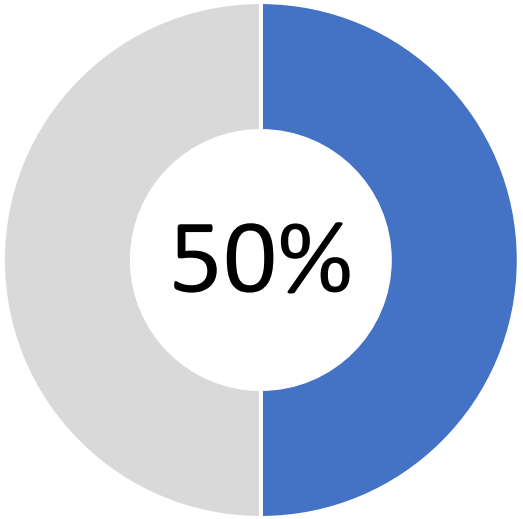
Customer Satisfaction



All Stores Q1
% of customers who recommend store



Control Groups Q2
% of customers who recommend store

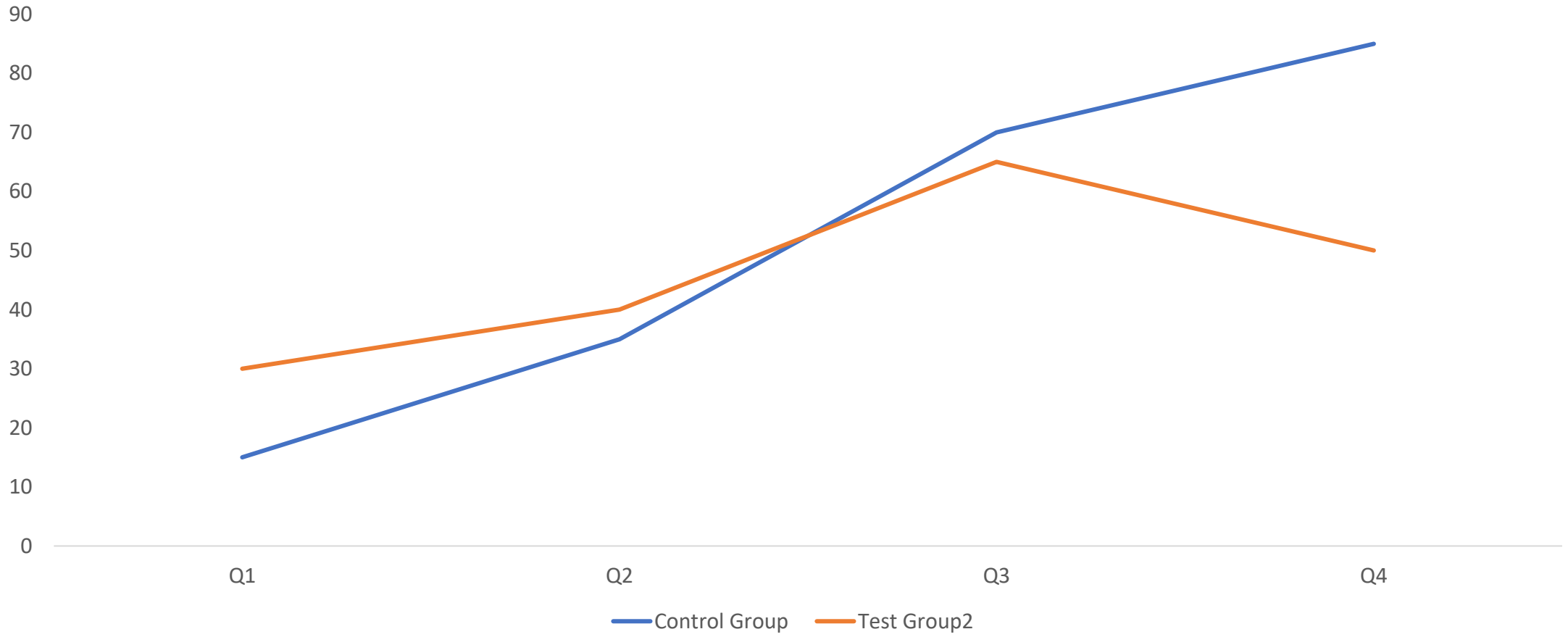


Test Group Q2
% of customers who recommend store

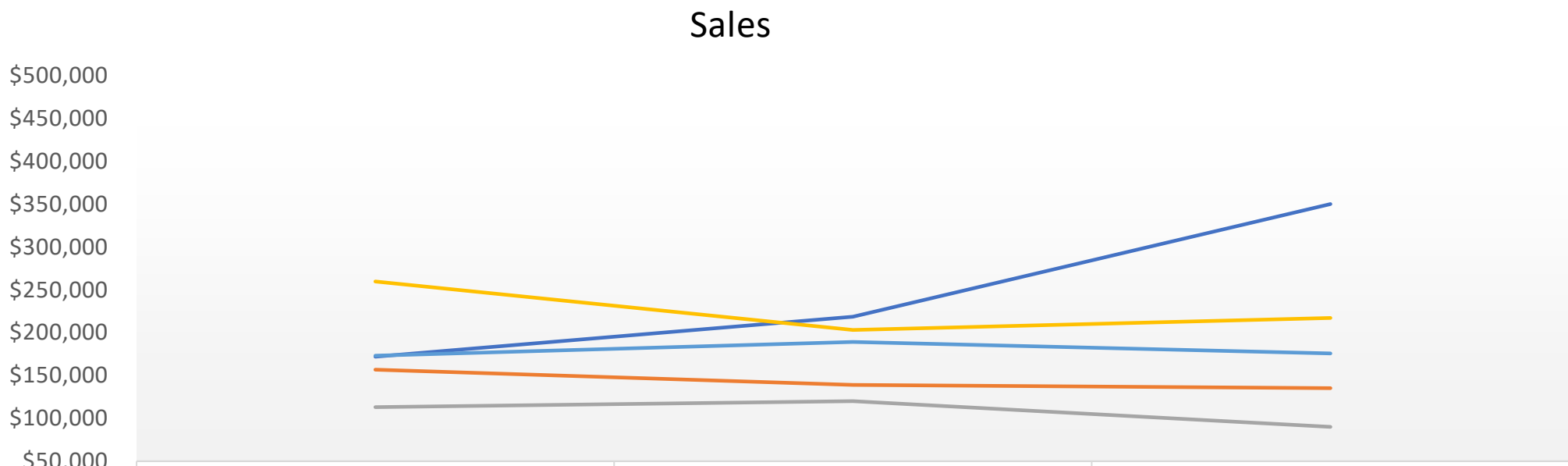
Evidence for impact; business performance

- Customer satisfaction
- Operations
- Quality
- Engagement
- Time
- Sales
- Errors
- Volume

Evidence for impact; business performance



Evidence for impact; business performance



	April	May	June
Test Group*	$172,000	$218,500	$350,000
Control Group #1	$156,850	$139,000	$135,270
Control Group #2	$113,000	$120,000	$90,000
Control Group #3	$259,500	$203,000	$217,000
Control Group #4	$173,000	$189,000	$175,650

Impact Investigation Summary

L&D detective guiding principles

Performance is the north star.

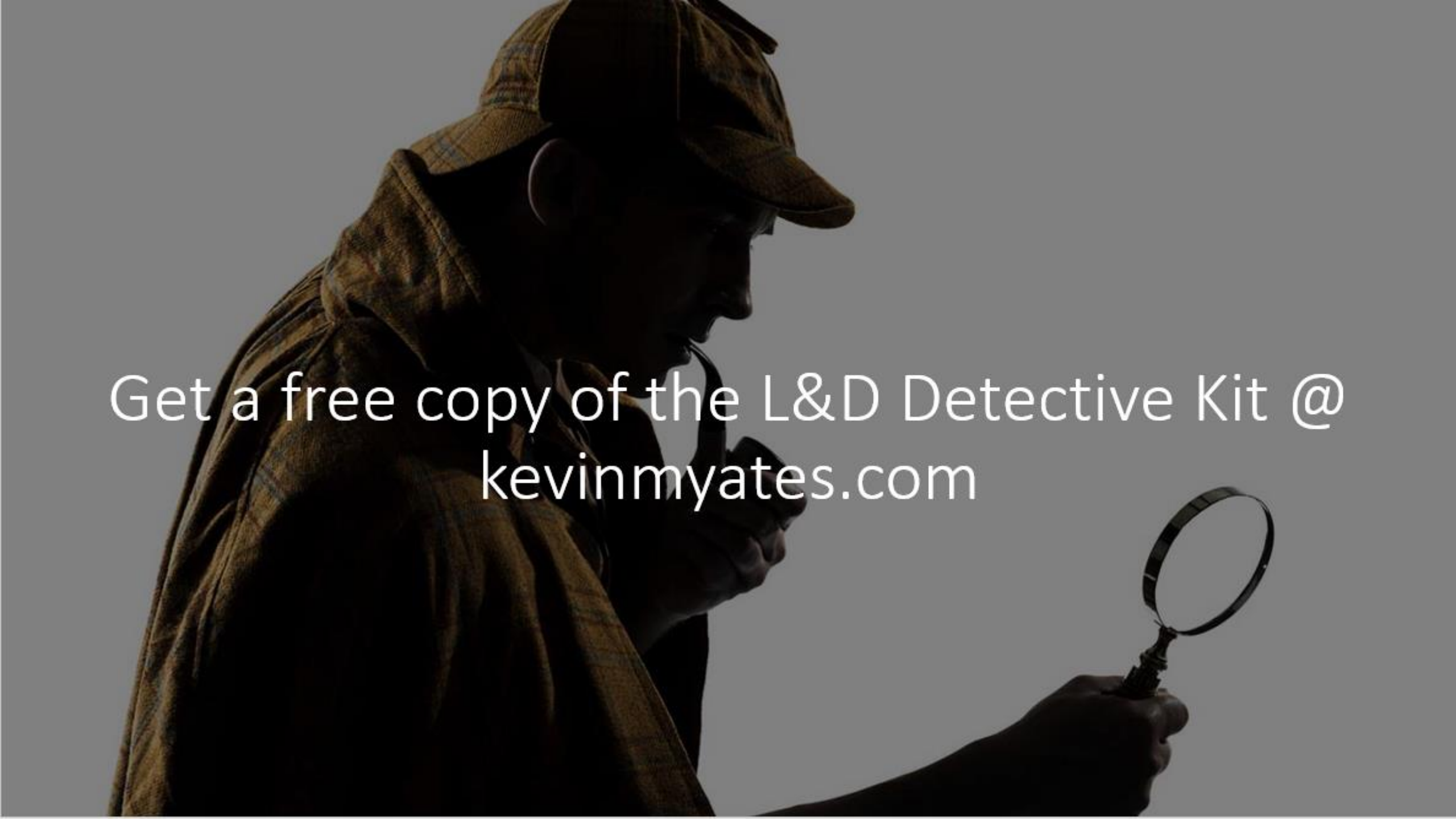
You can’t measure everything.

If you don’t plan for impact in the beginning, it will be difficult to measure in the end.

Measuring the impact of training and learning may not be easy but it is possible.

Find one thing about performance you can attribute to training and learning and let that lead to the facts about impact.

Training and learning fulfill the highest purpose with measurable impact on performance and business goals.


Get a free copy of the L&D Detective Kit @
kevinmyates.com