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Telling Training's Story

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While most training evaluation methods are too elaborate, too complex, too costly, too difficult to explain, or worse, produce data that nobody believes, Telling Training's Story offers a simple, compelling way of evaluating training's impact: The Success Case Method (SCM).

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Telling Training's Story - Berrett-Koehler Publishers

Telling training's story : evaluation made simple, credible, and effective. [Robert O Brinkerhoff] -- No matter how much trainers believe that their work is valuable, clients will always want solid, objective evidence that the training they're spending good money on is effective.

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Amazon.com: Telling Training's Story: Evaluation Made ...

"Telling Training's Story provides the tools to do just that, allowing anyone to measure a training regime's effectiveness and prove it to customers. The book's central tool is the Success Case Method. No matter how much trainers believe that their work is valuable, clients will always want solid, objective evidence that the training they're spending good money on is effective.

9781576751862: Telling Training's Story: Evaluation Made ...

To get people to tell their stories, do one or more of the following (from Krueger): Let people be comfortable and relax. Food and beverages help. Take your time - There will be many "dead ends". Have several "provocative" questions (e.g. best and worst moments). Use cues to stimulate memory, such as timelines, photographs, objects, etc.

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[Robert O Brinkerhoff] -- "Karen Phelan is really sorry. She had the best of intentions. She got into consulting because she wanted to help. She tried hard to optimize processes, develop measures, and manage human assets--to ...

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@inproceedings{Brinkerhoff2006TellingTS, title={Telling Training's Story: Evaluation Made Simple, Credible, and Effective}, author={Robert O. Brinkerhoff}, year={2006} } Robert O. Brinkerhoff * Preface *1. Making the Case for Training Impact *2.

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Telling training's story : evaluation made simple ...

Telling Training's Story is the first accessible, affordable book to offer clear, simple tools and a compelling way of measuring and proving the impact of training on bottom-line results: The Success Case Method (SCM).

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