

Learning Value Chain & Sample Training Evaluation Questions

Measurement and evaluation of learning can be viewed as a value chain where data is collected at different times (sometimes from different sources) to provide a balanced profile of success, providing the value desired by the various stakeholders of the process.

Learning Value Chain		
Level	Measurement Focus	Key Question
0 Input	Measures input such as volume and efficiencies	What are the number of participants, ours and programs, and what are the costs?
1 Reaction and Planned Action	Measures participant satisfaction with the project and captures planned actions	Was the learning relevant, important, useful, and helpful to the participant and job environment?
2 Learning	Measures changes in knowledge, skills and attitudes	Did participants increase or enhance knowledge, skills, or perceptions and have confidence to use them?
3 Application	Measures changes in on-the-job behavior or action	What did the participants do differently in the job context?
4 Business Impact	Measures changes in business impact variables	What are the consequences of the application in terms of output, quality, cost, time and satisfaction?
5 ROI	Compares the project benefits to the costs	Did the monetary benefits of learning exceed the investment in the program?

Source: Phillips, Jack J., Patricia Pulliam Phillips, and Toni Krucky Hodges. Make Training Evaluation Work. ASTD Press, 2005.

Sample Training Evaluation Questions									
REACTION				Strongly Agree			Strongly Disagree		
				1	2	3	4	5	n/a
1. The program was a worthwhile investment for my organization.				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The program was a good use of my time.				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The program was relevant to my work.				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The program was important to my work.				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The program provided me with new information.				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LEARNING				Strongly Agree			Strongly Disagree		
				1	2	3	4	5	n/a
6. I learned new skills/knowledge from this program.				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I am confident in my ability to apply the skills/knowledge learned from this program.				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Rate your level of improvement in the skills/knowledge derived from the program content. A 0 percent is no improvement and a 100 percent is significant improvement. Check only one. <input type="checkbox"/> 0% - 25% <input type="checkbox"/> 25% - 50% <input type="checkbox"/> 50% - 75% <input type="checkbox"/> 75% - 100%									
APPLICATION				Frequently (exceptional)			Infrequently (unacceptable)		
				1	2	3	4	5	n/a
11. How frequently did you apply the skills/knowledge learned during the program?				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. What is your level of effectiveness with the skills/knowledge learned during the program?				<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. What percentage of your total work time did you spend on tasks that require the skills/knowledge presented in this program? Check only one. <input type="checkbox"/> 0% - 10% <input type="checkbox"/> 10% - 20% <input type="checkbox"/> 20% - 30% <input type="checkbox"/> 30% - 40% <input type="checkbox"/> 40% - 50% <input type="checkbox"/> 50% - 60% <input type="checkbox"/> 60% - 70% <input type="checkbox"/> 70% - 80% <input type="checkbox"/> 80% - 90% <input type="checkbox"/> 90% - 100%									
14. On a scale of 0 percent (not at all) to 100 percent (extremely critical), how critical is applying the content of this program to your job success? Check only one. <input type="checkbox"/> 0% - 10% <input type="checkbox"/> 10% - 20% <input type="checkbox"/> 20% - 30% <input type="checkbox"/> 30% - 40% <input type="checkbox"/> 40% - 50% <input type="checkbox"/> 50% - 60% <input type="checkbox"/> 60% - 70% <input type="checkbox"/> 70% - 80% <input type="checkbox"/> 80% - 90% <input type="checkbox"/> 90% - 100%									