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COURSE BROCHURE

Measuring Training ROI for L&D Professionals Training Course

7 – 11 March 2027
Cairo

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Ref: 433_15508 **Date:** 7 – 11 March 2027 **Location:** Cairo **Fees:** 3500 GBP

Measuring Training ROI for L&D Professionals is a 1-week training course for learning specialists, training evaluators and HR managers, in which each participant builds a training ROI evaluation plan for a real programme. Executives now ask learning functions to show monetary benefits before budgets are renewed, and reaction scores no longer answer that question. Jupiter Prime Training offers this course on measuring training ROI for those who must answer it.

Why Measuring Training ROI Matters Now

Three pressures shape training evaluation today. Finance directors expect learning spend to return money like any other investment. Line managers want proof that behaviour changed on the job. Learning platforms capture far more records, which raises expectations of evaluators. Organisations that evaluate well protect their strongest programmes and stop weak ones early; those that rely on attendance figures lose budget and credibility. The course rests on the Kirkpatrick Model, the Phillips ROI Methodology and ISO 30422:2022 on learning and development.

Who Gains Most from Measuring Training ROI

- Specialists who design evaluation instruments and collect follow-up evidence after programmes
- Training evaluators who analyse results and write impact studies for sponsors
- HR managers who defend learning budgets during annual planning rounds
- Programme owners who must decide which courses to expand, redesign or retire

An HR or learning department gains most when evaluators and programme owners attend together, so one evaluation approach and one set of conversion rules apply across the portfolio.

Measuring Training ROI Capabilities

Participants trace a chain of evidence from reaction through behaviour to monetary benefit.

- Design evaluation objectives at each level before a programme launches — sponsors agreeing success measures
- Select data collection methods and timing for application and impact — evaluators planning follow-up
- Apply techniques that isolate the effects of training from other factors — finance reviewers testing claims
- Convert impact data such as output, quality and time into monetary value — budget holders
- Calculate benefit-cost ratio and ROI with fully loaded programme costs — executives approving spend
- Communicate evaluation results in an executive briefing — leadership deciding the next budget

Key Measuring Training ROI Terms

- Benefit-cost ratio — Monetary programme benefits divided by fully loaded programme costs, expressed as a ratio.
- Isolation of effects — Techniques that separate the contribution of training from other influences on the same business measure.
- Fully loaded costs — Every programme cost, including design, delivery, participant time and evaluation itself.
- Intangible benefits — Results linked to a programme that are reported but deliberately not converted into money.
- Standard value — An agreed monetary value for one unit of a measure, such as one hour of overtime.
- Estimate adjustment — Reducing a participant's estimate of training impact by their stated confidence to keep claims conservative.

Measuring Training ROI Day by Day

Day 1: Evaluation Levels and Business Alignment

- Kirkpatrick Model Four Levels — Choosing How Far Each Programme Is Evaluated
- Phillips ROI Methodology Five Levels — Adding Monetary Return to Evaluation
- ISO 30422:2022 Evaluation Guidance — Placing Evaluation in the Learning Process
- Business Needs and Payoff Analysis — Linking Programmes to Measurable Problems
- Programme Selection Criteria for ROI Studies — Deciding Which Programmes Justify Full Study

Day 2: Collecting Application and Impact Data

- Evaluation Objectives at Each Level — Agreeing Success Measures With Sponsors
- Follow-Up Questionnaires and Action Plans — Capturing On-the-Job Application
- Performance Records and Business Measures — Sourcing Impact Data From Operations
- Data Collection Timing and Response Rates — Planning Credible Follow-Up Evidence
- Data Collection Plan Template — Assigning Sources, Methods and Responsibilities

Day 3: Isolating Effects and Converting to Money

- Control Group and Trend Line Analysis — Separating Training From Other Influences
- Participant and Manager Estimates With Confidence Adjustment — Conservative Attribution
- Standard Values and Expert Input — Converting Output, Quality and Time to Money
- Historical Costs and Internal Records — Valuing Errors, Rework and Turnover
- Intangible Benefits Register — Reporting Results Left Unconverted

Day 4: Calculating and Reporting ROI

- Fully Loaded Cost Profile — Capturing Design, Delivery and Participant Time
- Benefit-Cost Ratio and ROI Formula — Comparing Programme Benefits With Costs
- Conservative Standards for ROI Claims — Protecting Credibility With Finance
- Forecasting ROI Before Launch — Supporting Investment Decisions on New Programmes
- Executive Briefing Structure — Presenting Results to Leadership and Sponsors

Day 5: Practice in Building the ROI Evaluation Plan

- Applying Business Needs Analysis to a Chosen Programme — Defining the Payoff
- Applying the Data Collection Plan Template to That Programme — Sources and Timing
- Applying Isolation and Conversion Methods to Sample Data — Peer Challenge
- Case Studies From Banking and Manufacturing — Testing Assumptions Against Practice
- Completing the Training ROI Evaluation Plan — Ready for Sponsor Sign-Off

Applying Measuring Training ROI After the Course

- Agree evaluation objectives and a data collection plan with the sponsor of one upcoming programme
- Build a fully loaded cost profile for a recently completed programme and present a benefit-cost estimate to the learning leadership group

Measuring Training ROI Questions FAQ

What is measuring training ROI and why does it matter now?

Measuring training ROI is the practice of comparing the monetary benefits of a programme with its full costs. It matters now because executives expect learning budgets to be justified in the same terms as other investments.

Which roles gain most from measuring training ROI?

Training evaluators, learning specialists and HR managers gain most. You benefit if you write impact studies or defend the learning budget.

How does the measuring training ROI course differ from a course on running the learning function?

The measuring training ROI course is a core course on evaluating individual programmes. A course on running the learning function addresses portfolio strategy, operating models and budgeting for senior learning leaders.

What do you bring back from measuring training ROI?

You bring back a training ROI evaluation plan for a real programme, ready to agree with its sponsor.

Measuring Training ROI: The Way Forward

The training ROI evaluation plan first informs the sponsor conversation about which measures will judge a programme before it launches. Evaluators use it to schedule follow-up, programme owners use it to track application, and HR managers use it to prepare budget cases. After the first study, the isolation method and the conversion values deserve a second look, since finance may challenge both.