BLACKBIRD FOR TRAINING

Measuring & Maximising Training ROI: Optimize Your Investment

11 – 15 July 2027
Istanbul (Turkey)



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Why This Course

Organizations today invest heavily in training, yet one critical question remains: how much value does that investment truly deliver? Measuring training effectiveness and demonstrating its impact on business performance has become essential for making informed decisions and securing ongoing support from leadership.

This intensive 1-week program is designed to help professionals move beyond traditional training evaluation and adopt a structured, results-driven approach. It provides practical tools and methodologies to measure, analyze, and maximize the return on investment ROI of training initiatives, ensuring that learning programs contribute directly to organizational success.

What You'll Learn and Practice

By joining this program, you will:

- Understand how training contributes to overall organizational performance.
- Align learning initiatives with strategic business objectives.
- Apply structured evaluation models to measure training effectiveness.
- Calculate and communicate training ROI with clarity and confidence.
- Develop strategies to enhance the impact and sustainability of training programs.

The Program Flow

Day 1: Foundations of Training ROI

- Understanding the strategic role of training and development.
- Exploring the concept of ROI within learning initiatives.
- Aligning training programs with business priorities.
- Identifying stakeholders and understanding their expectations.

Day 2: Evaluation Models and Methodologies

- Reviewing key training evaluation models and frameworks.
- Selecting appropriate methods for different training contexts.
- Designing effective evaluation tools and surveys.
- Collecting and interpreting evaluation data.



Day 3: Measuring Training Effectiveness

- Defining clear and measurable learning outcomes.
- Assessing behavior change and performance improvement.
- Measuring the business impact of training initiatives.
- Isolating the effect of training from external influences.

Day 4: Calculating and Communicating ROI

- Applying practical methods to calculate training ROI.
- Converting training outcomes into measurable business value.
- Presenting data and insights in a compelling way.
- Addressing common challenges in ROI measurement.

Day 5: Maximizing Training ROI

- Strengthening the transfer of learning into the workplace.
- Improving training design and delivery for better results.
- Leveraging technology to enhance learning effectiveness.
- Building continuous improvement processes for training programs.

Individual Impact

- Strengthen your ability to measure and demonstrate training value.
- Enhance analytical and decision-making skills.
- Improve confidence in presenting training outcomes to stakeholders.
- Develop a structured approach to evaluating learning effectiveness.

Organizational Impact

- Ensure training investments deliver measurable business results.
- Improve alignment between learning initiatives and strategic goals.
- Enhance accountability and transparency in training programs.
- Support a culture of performance improvement and continuous learning.

Training Methodology

This program emphasizes practical application and real-world relevance through:

- Case studies and real training evaluation scenarios.
- Interactive discussions and hands-on exercises.
- Workshops on ROI calculation and reporting.
- Tools and templates for immediate workplace use.



Beyond the Course

By the end of this program, participants will be equipped with the knowledge and tools to transform how training effectiveness is measured and communicated.

They will return ready to:

- Build a customized framework for measuring training ROI.
- Create clear and impactful reports for decision-makers.
- Improve training design to maximize results and value.
- Drive continuous improvement in learning and development practices.

This course enables professionals to turn training from a cost center into a strategic investment that delivers measurable and lasting impact.

