Managing and Measuring Training: Maximize L&D Impact

8 – 12 February 2027
Amsterdam (Netherlands)



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Why This Course

Organizations invest heavily in training, but the real challenge lies in proving its impact and ensuring it delivers measurable value. L&D professionals are increasingly expected to align training initiatives with business goals and demonstrate clear outcomes.

This comprehensive 1-week program is designed to bridge that gap. It provides a practical framework for managing, measuring, and improving training programs. By combining proven evaluation models with modern analytics techniques, participants will gain the ability to design impactful learning initiatives and clearly demonstrate their value to stakeholders.

What You'll Learn and Practice

By participating in this program, you will:

- Design and implement training programs aligned with organizational objectives.
- Apply structured methods to measure and evaluate training effectiveness.
- Calculate and communicate the return on investment of training initiatives.
- Develop data-driven reports that highlight L&D impact.
- Implement continuous improvement practices in training management.

The Program Flow

Day 1: Foundations of Training Management

- Understanding the learning and development environment.
- Aligning training initiatives with business strategy.
- Conducting training needs analysis.
- Designing effective and targeted learning interventions.

Day 2: Measuring Training Effectiveness

- Exploring established training evaluation models.
- Applying structured frameworks for performance measurement.
- Defining key performance indicators for training programs.
- Using tools and methods for data collection.



Day 3: Advanced Measurement Techniques

- Understanding return on investment in training.
- Measuring the impact of training on business performance.
- Evaluating the transfer of learning into the workplace.
- Using analytics to optimize training outcomes.

Day 4: Reporting and Stakeholder Management

- Creating clear and impactful training reports.
- Applying data visualization techniques.
- Communicating training results to senior stakeholders.
- Managing expectations and building stakeholder engagement.

Day 5: Continuous Improvement in L&D

- Building a culture focused on measurement and improvement.
- Applying agile approaches to training management.
- Leveraging technology for tracking and evaluation.
- Developing action plans for ongoing program enhancement.

Individual Impact

- Strengthen analytical and evaluation skills in L&D.
- Improve confidence in measuring and reporting training impact.
- Enhance ability to link learning outcomes to business performance.
- Develop a more strategic approach to training management.

Work Impact

- Improve the effectiveness and efficiency of training programs.
- Demonstrate clear value and return on training investments.
- Support better decision-making through data-driven insights.
- Enhance alignment between learning initiatives and business goals.

Training Methodology

This program combines theory with practical application to ensure meaningful results. Methods include:

- Interactive sessions and guided discussions.
- Case studies based on real training scenarios.
- Practical exercises in evaluation and ROI calculation.
- Group activities focused on analysis and reporting.
- Tools and templates for immediate implementation.



Beyond the Course

By the end of the program, participants will be able to:

- Design and implement a comprehensive training evaluation strategy.
- Calculate and communicate the ROI of training initiatives.
- Create clear, data-driven L&D reports for stakeholders.
- Apply continuous improvement strategies to enhance training impact.

