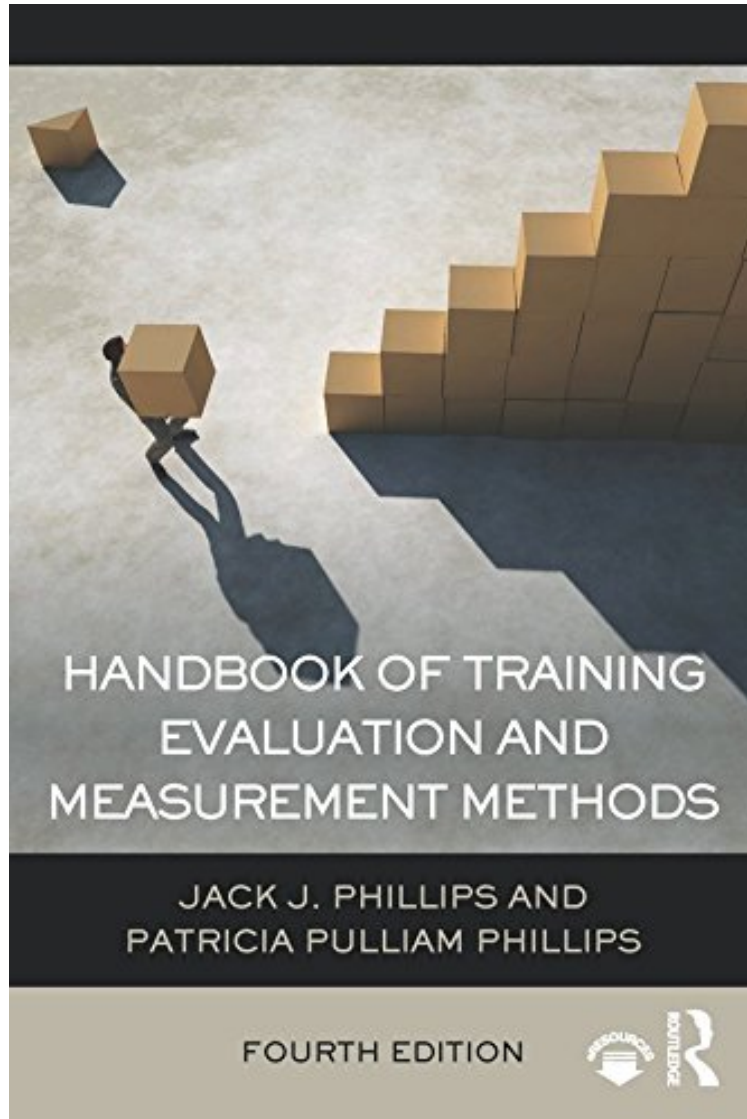


Handbook of Training Evaluation and Measurement Methods

Jack J. Phillips, Patricia Pulliam Phillips
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Jack J. Phillips, Patricia Pulliam Phillips : Handbook of Training Evaluation and Measurement Methods before purchasing it in order to gauge whether or not it would be worth my time, and all praised Handbook of Training Evaluation and Measurement Methods:

Today's economic climate means that anyone involved in training and development must be able to measure its effect on business performance. With a focus on costs, benefits, and return on investment, this book provides a comprehensive reference for those who are learning about or implementing an evaluation system. This new edition is

fully revised and updated to reflect current developments, with step-by-step guidance on a range of vital topics, including: Developing a results-based approach to HRD Evaluation design Data collection and measuring success Calculating program costs and ROI Increasing management support for HRD programs. With end-of-chapter discussion questions and an accompanying online Instructor Guide, this fourth edition provides sound theory and practical solutions. The Handbook of Training Evaluation and Measurement Methods is a complete and detailed reference guide suitable for HRD professionals and students in advanced courses in HRD, training evaluation, and program evaluation.

'Provides the modern HRD professional with a comprehensive system to deliver effective interventions that clearly impact the bottom line. Crucially, it does this in a way that HRD executives can readily understand and then utilize to make future investment decisions.' - Mike Hogben, Head of Learning Technology, EDF Energy, U.K.

'Thenbsp;Handbook has been my favorite measurement and evaluation guide and I have used many through the years. This fourth edition includes exciting new research, current examples, universal instrument designs and even a survey of classic measurement processes. This is a practitioner's dream resource and I highly recommend it to measurement and evaluation novices and experts alike.' - Toni DeTuncq, President, THD Company, Inc., U.S.A. 'A must-adopt for colleges and universities! This new edition of the Handbook is the most comprehensive textbook available that presents a systematic, proven process to measure the impact and ROI for any project or program. Through their research-based, practitioner-focused examples, Jack and Patti offer contemporary strategies and solutions certain to build the next generation of measurement and evaluation competence.' - Cyndi Huff Gaudet, Ph.D., Chair and Professor of the Department of Human Capital Development, The University of Southern Mississippi, U.S.A. 'Once again, the authors effectively guide readers on a comprehensive journey through the world of evaluation ndash; from myths to realities ndash; with practical details for real-life application. This is a must read for students and practitioners of human resource development andnbsp;human capital developmentnbsp;alike.' - Mamie Griffin, Ph.D., Adjunct Assistant Professor, Alcorn State University, USA and Business Faculty member, Abu Dhabi Women's College, U.A.E. 'Jack and Patti provide an exceptional pathway to determine the impact and value of HR programs, as well as an evidence-based resource for all to use. Itsquo;s comprehensive and contemporary, demonstrating why ROI Methodologytrade; is a global evaluation system.' - Dwuena C. Wyre, Ph.D., Assistant Professor, Indiana State University, U.S.A. 'Profoundly powerful, once again Jack and Patti Phillips guide us through a framework which provides perspective on how programs and initiatives can impact organizations. This is a must read for all leaders who are responsible for executing strategy!' - Judith Cardenas, Ph.D., CEO, Strategies By Design and Professor of the College of Social and Behavioral Sciences, Kaplan University, U.S.A. About the Author Jack J. Phillips, Ph.D., is co-founder and Chairman of ROI Institute, Inc., U.S.A. He is a world-renowned expert on measurement and evaluation. Patti P. Phillips, Ph.D., is an internationally recognized author and consultant. She is co-founder, President and CEO of ROI Institute, Inc., U.S.A.