

HUMAN RESOURCES | COURSE BROCHURE

Measuring & Maximising Training ROI

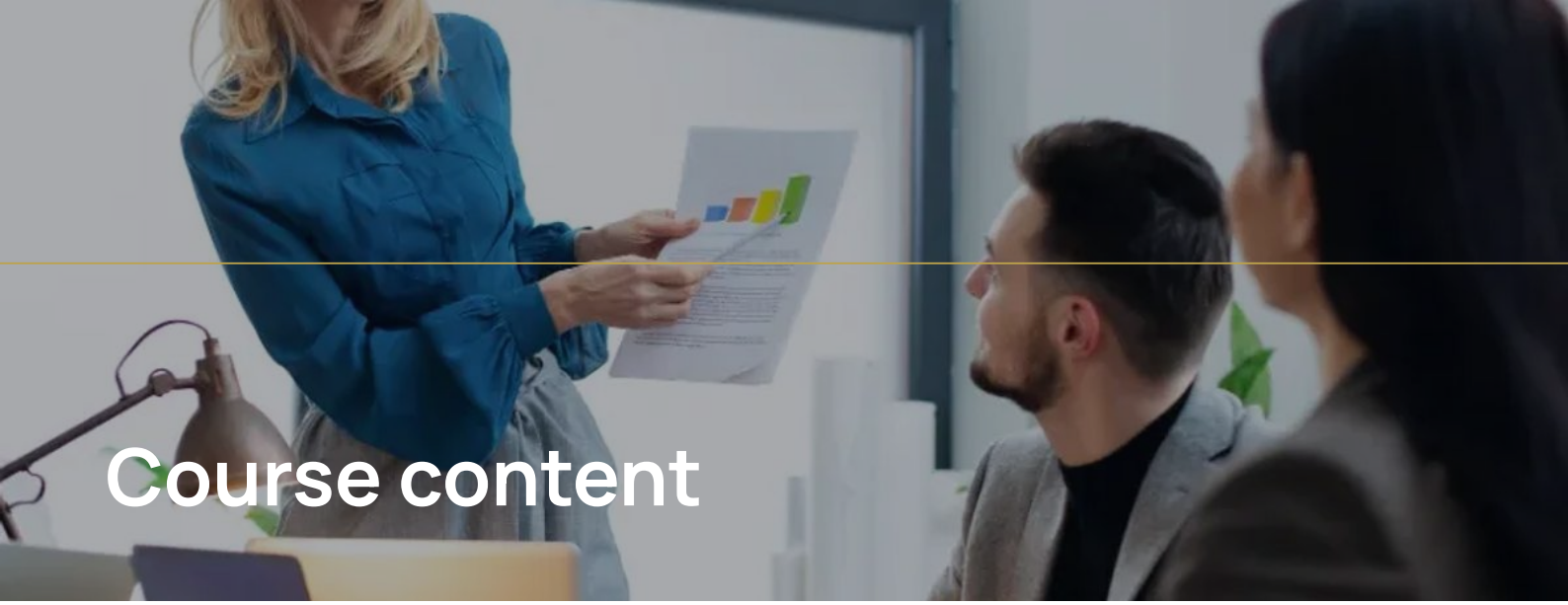
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

This course focuses on measuring and maximising the return on investment (ROI) of training programmes. Participants will learn practical methods to assess training effectiveness, align training with business goals, and implement strategies to enhance training outcomes for organisational success.

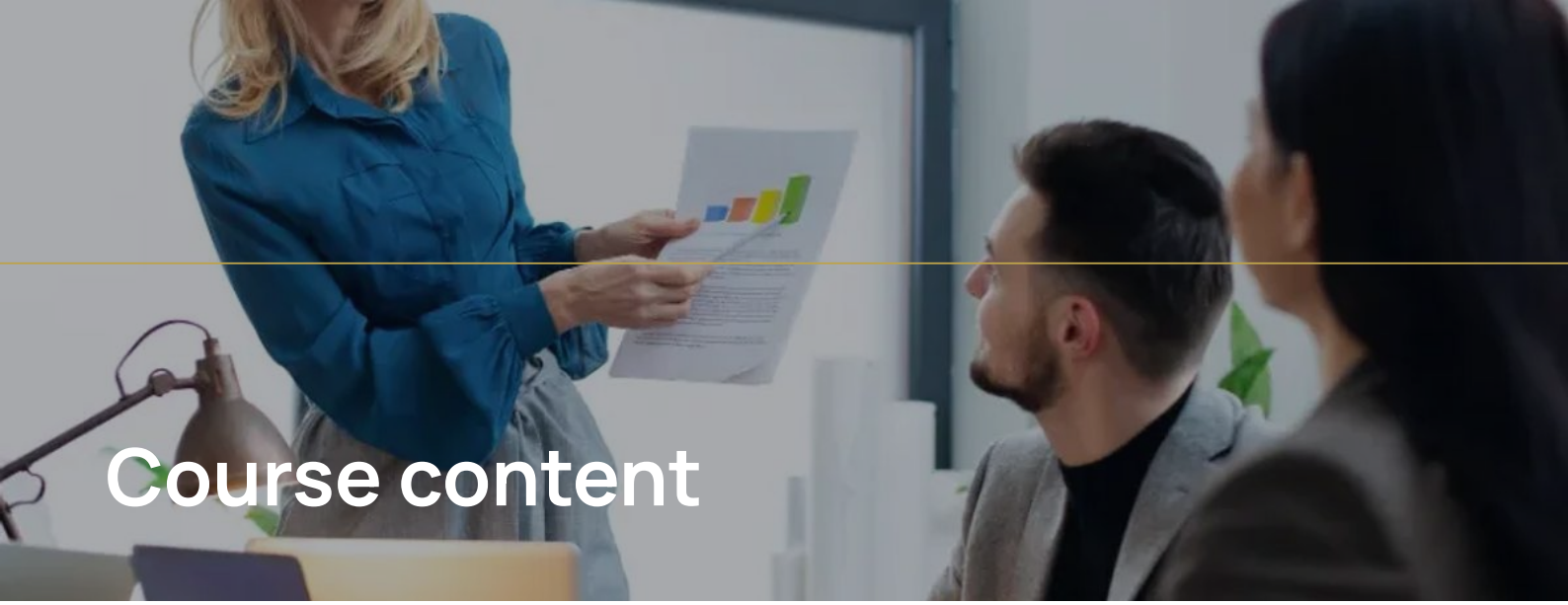
Organisations often struggle to quantify the impact of training on performance and profitability. This course addresses the challenge of demonstrating training ROI, which is crucial for securing budget approvals and stakeholder buy-in. Participants will explore methods to evaluate training effectiveness and its alignment with strategic objectives, enabling them to make data-driven decisions that enhance workforce capabilities and drive organisational growth. By understanding how to measure ROI accurately, participants can advocate for necessary training investments and ensure that training initiatives are not only effective but also financially justifiable, ultimately leading to improved employee performance and satisfaction.
Participants will engage in practical exercises that simulate real-world scenarios, enabling them to apply analytical tools and frameworks. They will practice developing metrics that assess training outcomes and learn how to present their findings persuasively to stakeholders. This hands-on approach will empower them to identify gaps in training effectiveness and propose actionable strategies for improvement. By the end of the course, they will be equipped to make informed decisions about training investments, ensuring that training initiatives contribute to overall business success and employee development, thereby fostering a culture of continuous learning and improvement.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of case studies, interactive workshops, and group discussions to facilitate learning. Participants will analyse fictional training programmes, calculate ROI using established models, and develop metrics to assess training outcomes. Specific exercises will include role-playing stakeholder presentations and collaborative framework design. Outputs will include detailed ROI reports and strategic training plans, demonstrating their ability to apply concepts in a practical context. The use of real-world scenarios ensures that participants can relate the learning to their own organisational challenges, enhancing the relevance and applicability of the training. This approach fosters engagement and ensures that participants leave with actionable insights they can implement immediately.



Course content

Course objectives

By the end of this course, participants will be able to:
• Calculate training ROI using the Phillips ROI Model for a fictional training programme.
• Assess the alignment of training objectives with organisational goals through stakeholder analysis.
• Design a training evaluation framework that incorporates both qualitative and quantitative metrics.
• Justify training investments by presenting a comprehensive ROI report to stakeholders.
• Prioritise training initiatives based on identified performance gaps and potential ROI.
• Construct a strategic plan to enhance training effectiveness and maximise ROI over time.

Target audience

This course is suitable for:
• Training and Development Managers responsible for evaluating training effectiveness.
• HR Professionals focused on aligning training with business objectives.
• Learning and Development Specialists involved in designing training programmes.
• Organisational Development Consultants aiming to improve training ROI for clients.

Target competencies

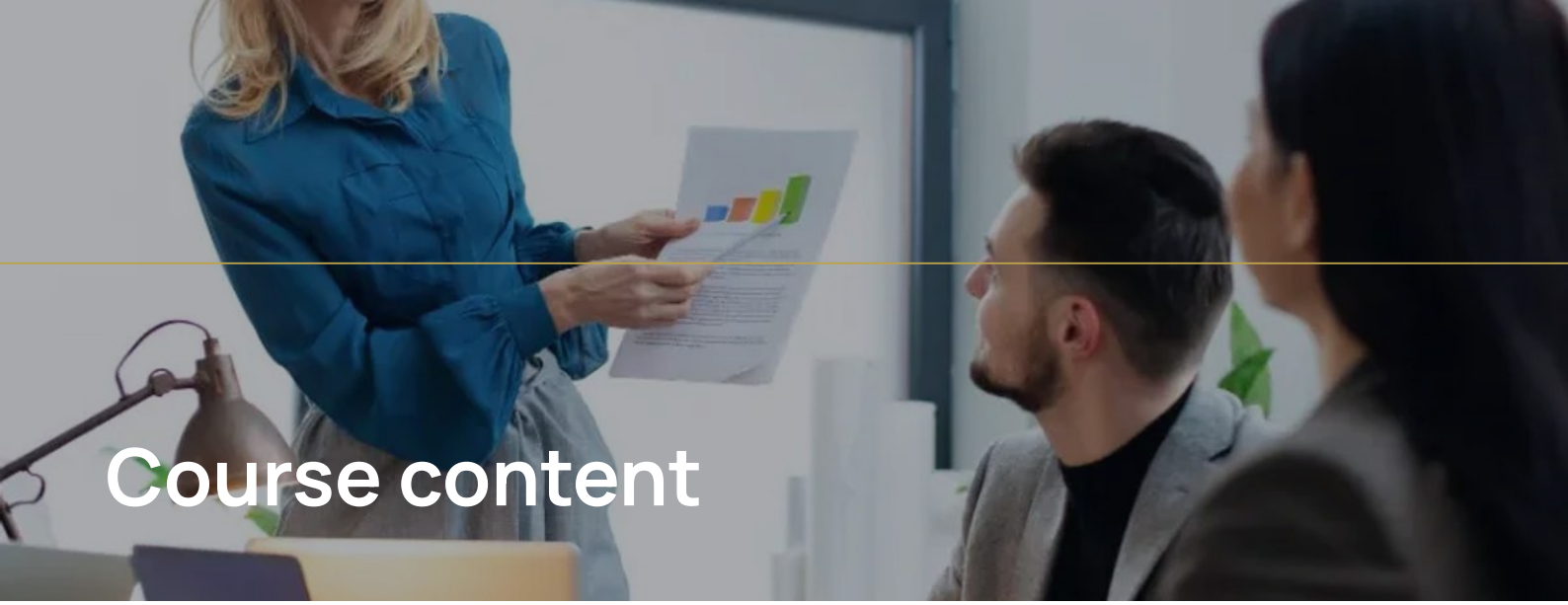
Participants will develop competencies in:
• Analytical skills for assessing training effectiveness and ROI.
• Strategic thinking to align training with business goals.
• Report writing for presenting ROI findings to stakeholders.
• Evaluation skills to develop comprehensive training assessment frameworks.
• Decision-making capabilities to prioritise training investments based on ROI.
• Communication skills to articulate the value of training initiatives.

Course outline

Day 1: Understanding Training ROI Fundamentals

Applied activity: Participants will analyse a fictional case study of a training programme, identifying key metrics for measuring its ROI. They will discuss potential challenges in the evaluation process and propose solutions to enhance measurement accuracy and reliability.
Output: A summary report outlining identified metrics, challenges, and proposed solutions.

09:00–09:54	Define training ROI and its importance in organisational contexts.
09:54–10:48	Explore key metrics for measuring training effectiveness and impact on performance.



Course content

10:48–11:00	Identify common challenges in calculating training ROI and how to overcome them.
11:00–11:30	**Coffee break**
11:30–12:12	Identify common challenges in calculating training ROI and how to overcome them. (continued)
12:12–13:06	Discuss the Phillips ROI Model and its application in various scenarios.
13:06–14:00	Review case studies illustrating successful ROI measurement and reporting.

Day 2: Aligning Training with Business Objectives

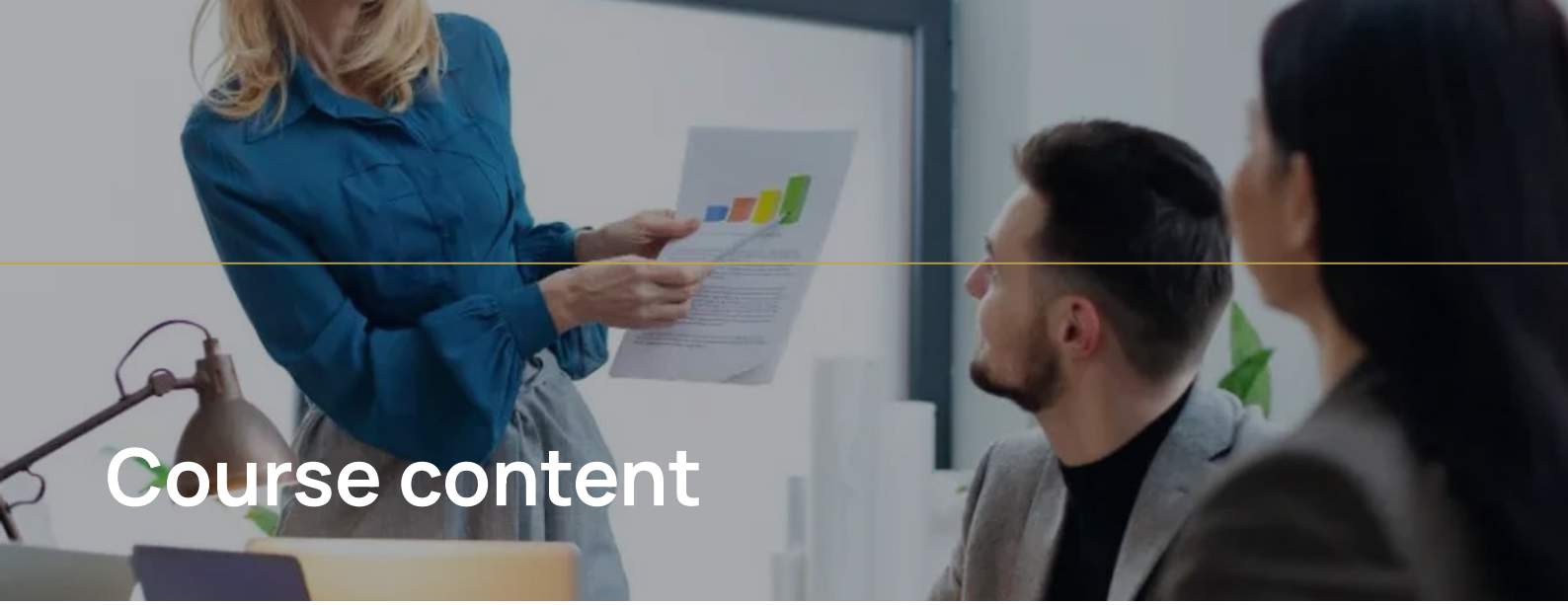
Applied activity: Participants will conduct a stakeholder analysis for a fictional organisation, identifying key stakeholders and their expectations regarding training outcomes. They will then align training objectives with these expectations to ensure relevance and effectiveness of the training.
Output: A stakeholder analysis report with aligned training objectives and stakeholder expectations.

09:00–09:54	Identify organisational goals and their impact on training needs and design.
09:54–10:48	Conduct stakeholder analysis to understand training expectations and requirements.
10:48–11:00	Map training objectives to business outcomes for clearer alignment.
11:00–11:30	**Coffee break**
11:30–12:12	Map training objectives to business outcomes for clearer alignment. (continued)
12:12–13:06	Evaluate the effectiveness of existing training programmes against strategic business goals.
13:06–14:00	Discuss techniques for ensuring training alignment with organisational initiatives and priorities.

Day 3: Developing a Training Evaluation Framework

Applied activity: Participants will design a training evaluation framework for a fictional training programme, incorporating both qualitative and quantitative metrics. They will present their framework to the group for feedback and refinement, ensuring comprehensive assessment.
Output: A detailed training evaluation framework document ready for implementation.

09:00–09:54	Explore qualitative and quantitative evaluation methods for effective training assessment.
09:54–10:48	Design a comprehensive training evaluation framework that captures diverse metrics.
10:48–11:00	Implement feedback mechanisms to gather participant insights and improve training.
11:00–11:30	**Coffee break**
11:30–12:12	Implement feedback mechanisms to gather participant insights and improve training. (continued)



Course content

12:12–13:06	Utilise pre- and post-training assessments for measuring impact and retention.
13:06–14:00	Discuss the role of continuous improvement in training evaluation and effectiveness.

Day 4: Calculating and Presenting Training ROI

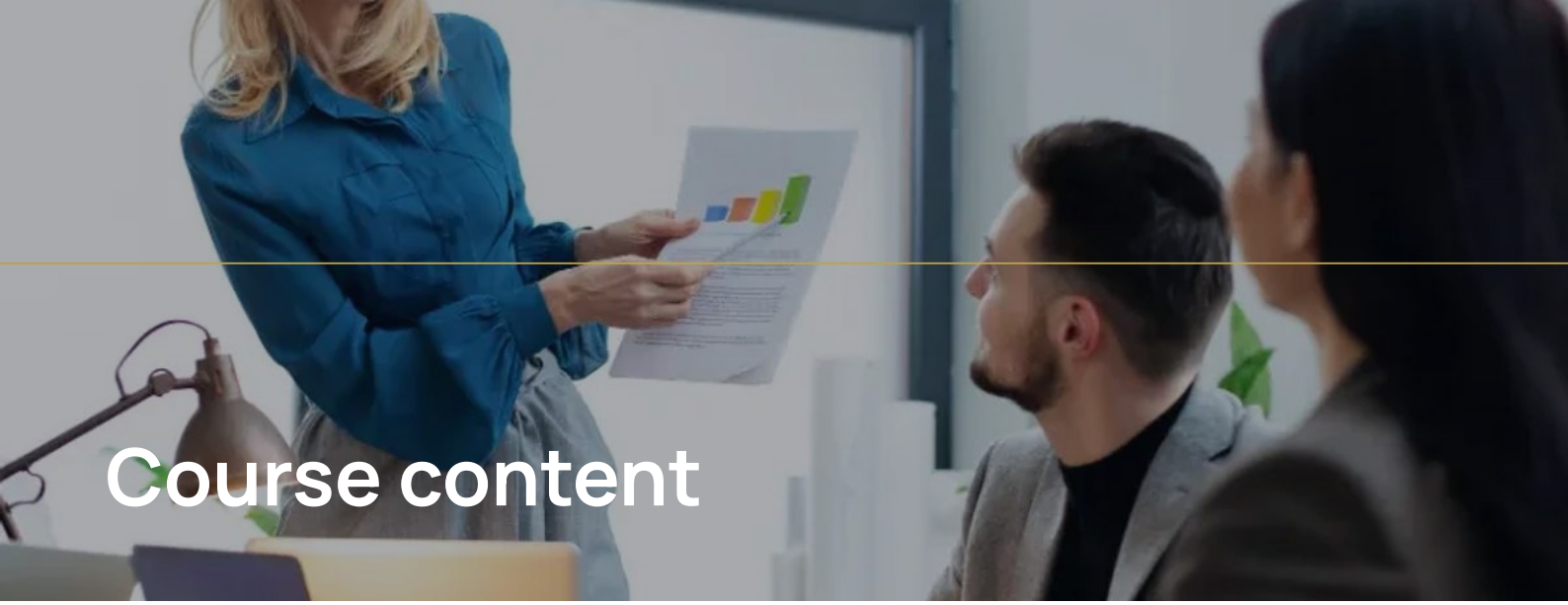
Applied activity: Participants will calculate the ROI for a fictional training programme using the Phillips ROI Model, considering both costs and benefits. They will prepare a presentation for stakeholders summarising their findings, recommendations, and potential improvements.
Output: A presentation slide deck summarising the ROI calculation, findings, and strategic recommendations.

09:00–09:54	Apply the Phillips ROI Model to calculate training ROI effectively.
09:54–10:48	Identify all costs associated with training programmes, including hidden costs.
10:48–11:00	Determine the financial benefits resulting from training initiatives and their impact on performance.
11:00–11:30	**Coffee break**
11:30–12:12	Determine the financial benefits resulting from training initiatives and their impact on performance. (continued)
12:12–13:06	Prepare a comprehensive ROI report for stakeholders that highlights key findings.
13:06–14:00	Discuss best practices for presenting ROI findings to ensure stakeholder engagement.

Day 5: Strategic Planning for Maximising Training ROI

Applied activity: Participants will develop a strategic plan for a fictional organisation to enhance training effectiveness and maximise ROI. They will outline key initiatives, expected outcomes, and metrics for success, ensuring alignment with organisational goals.
Output: A strategic training plan document that includes initiatives, timelines, and expected ROI.

09:00–09:54	Identify performance gaps and training needs through data analysis and stakeholder input.
09:54–10:48	Prioritise training initiatives based on potential ROI and organisational impact.
10:48–11:00	Develop a strategic plan to enhance training effectiveness and maximise ROI over time.
11:00–11:30	**Coffee break**
11:30–12:12	Develop a strategic plan to enhance training effectiveness and maximise ROI over time. (continued)
12:12–13:06	Implement strategies for continuous improvement in training programmes and evaluation processes.



Course content

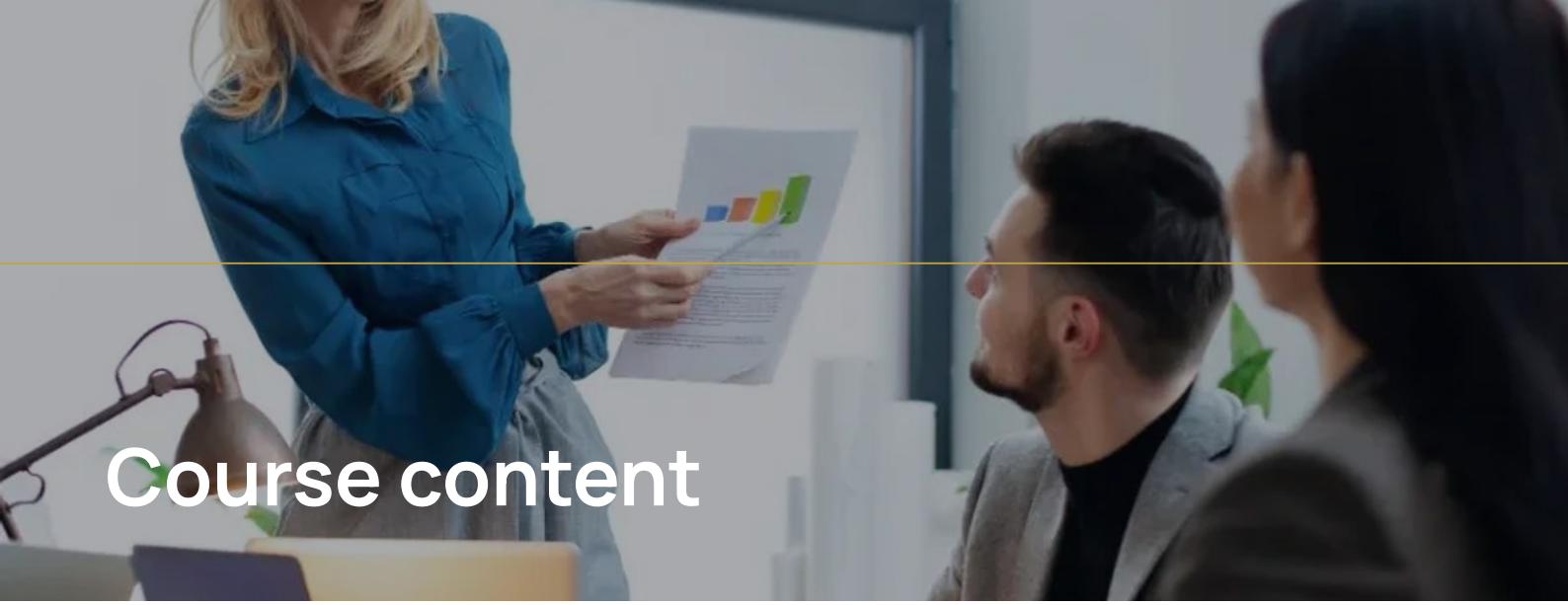
13:06–14:00	Discuss the role of leadership in supporting training initiatives and fostering a learning culture.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

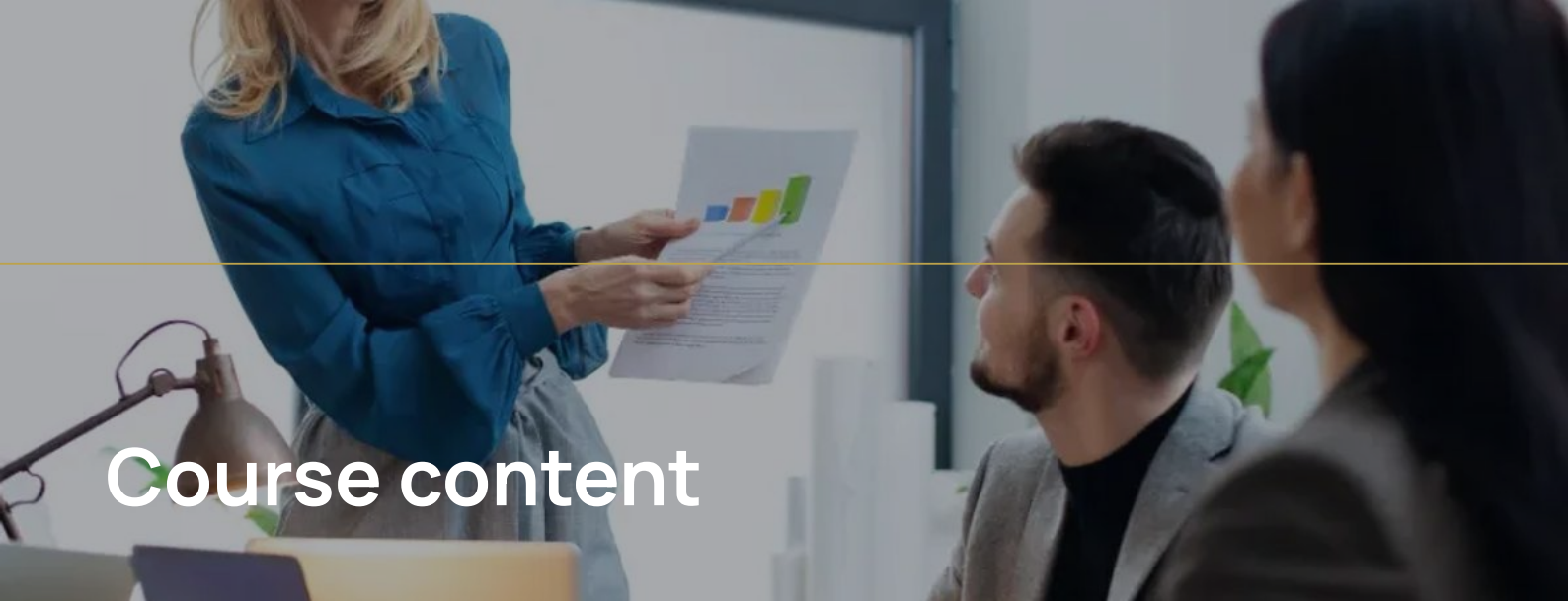
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.-**



Course content

Dates, venues and fees (continued)

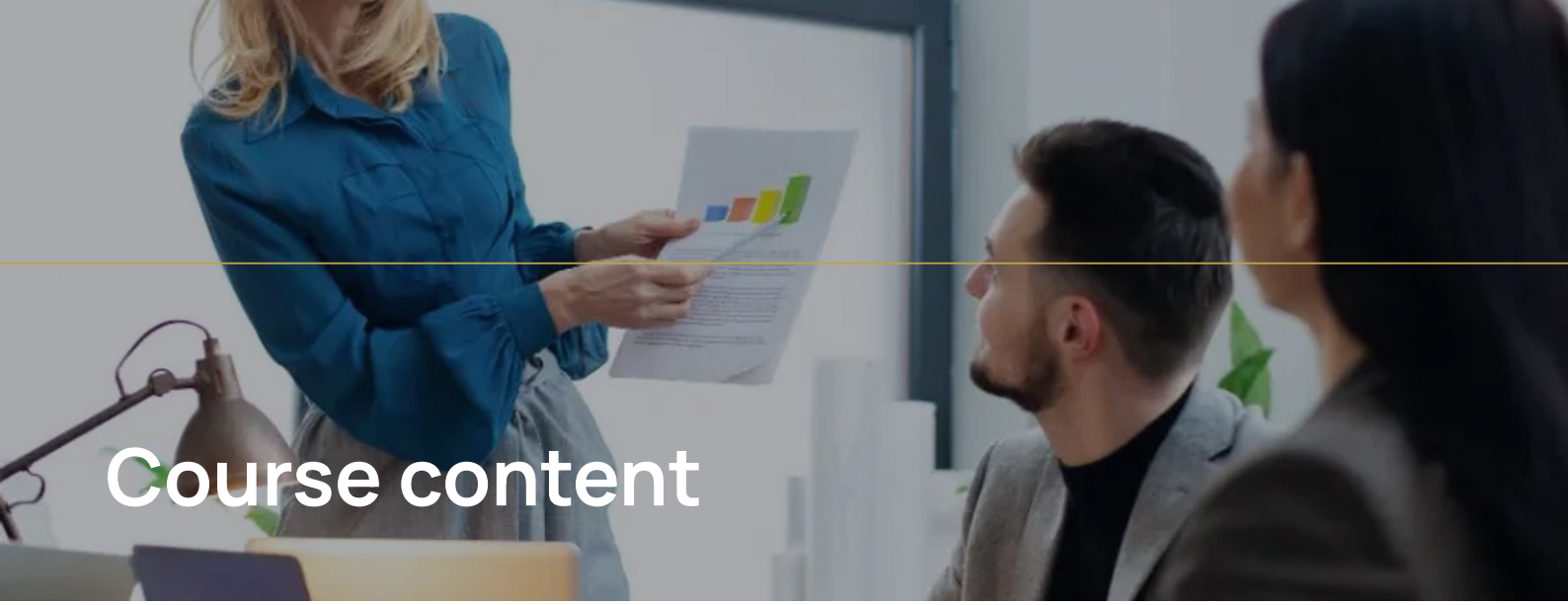
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

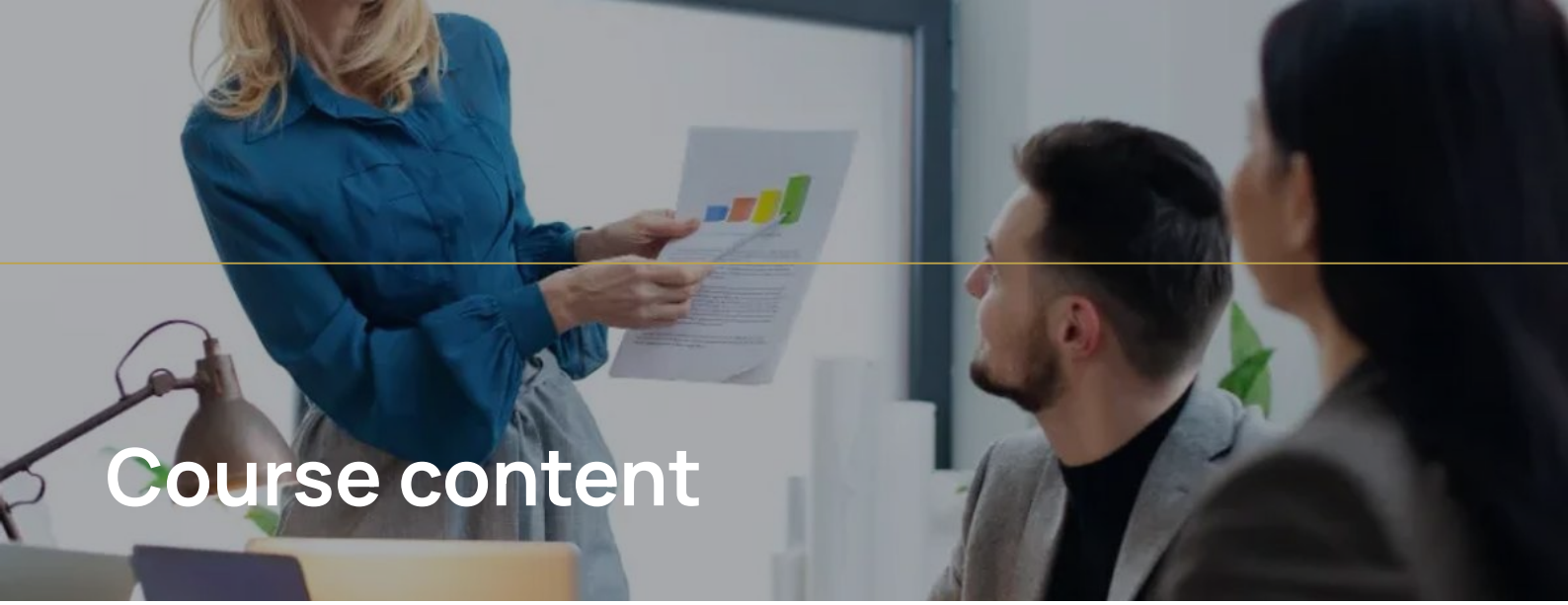
Venue	Start date	End date	Fee (EUR)
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.-**



Course content

Dates, venues and fees (continued)

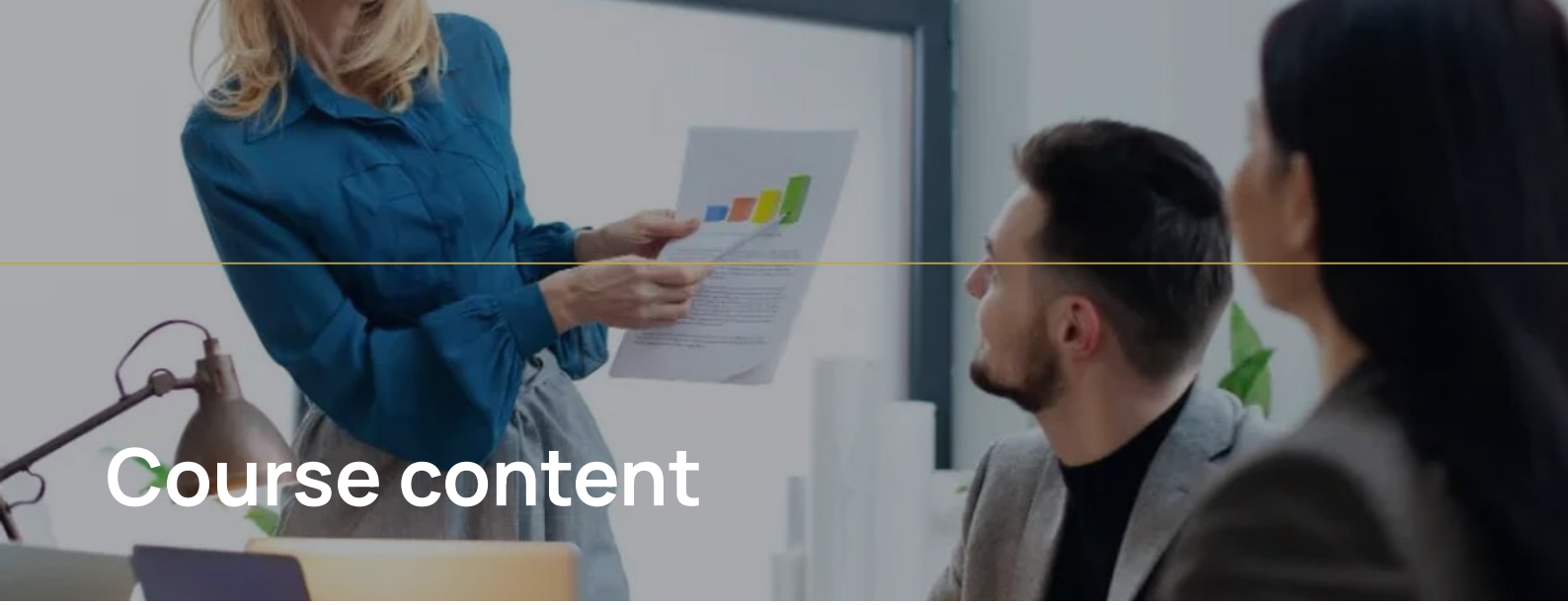
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**€2,940.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

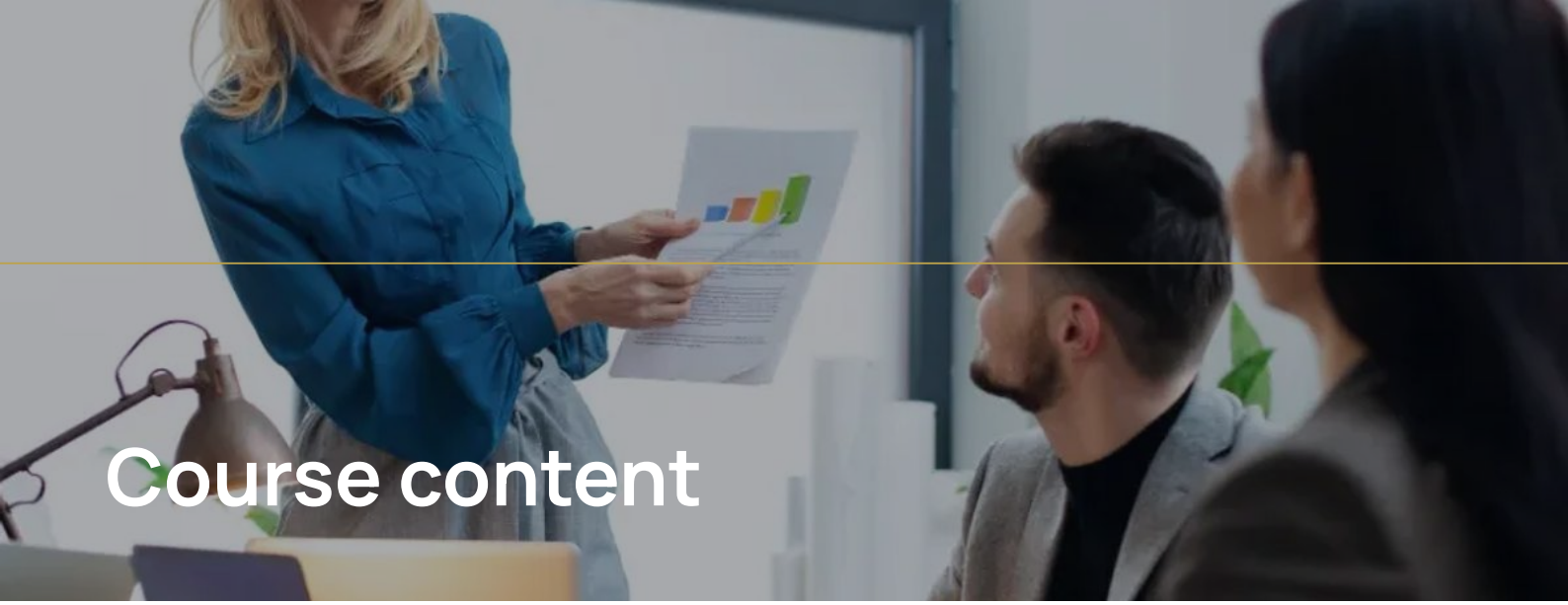
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

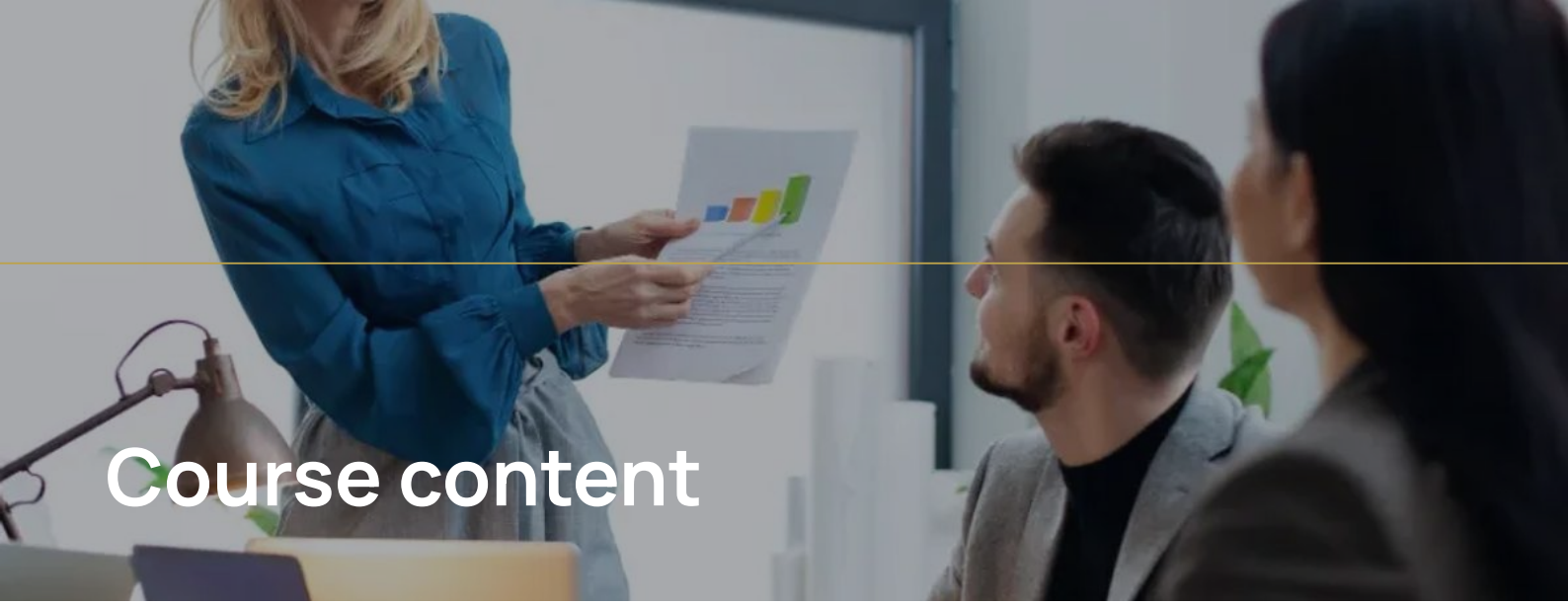
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

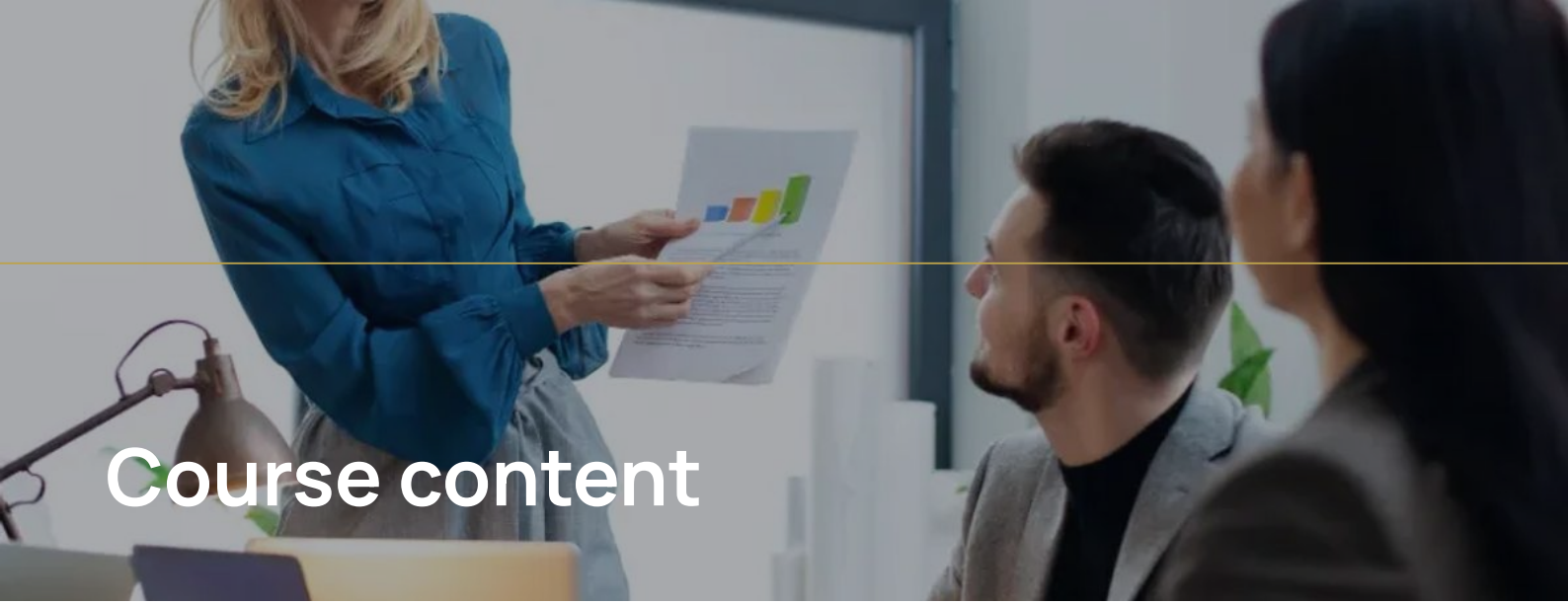
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Barcelona Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,840.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online