

TELLING TRAINING S STORY BRINKERHOFF ROBERT%0A

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About Telling Training's Story. You know it in your gut
training and development is valuable and worthwhile. But
as a trainer, you need to prove this fact over and over to
clients focused on bottom-line results.

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Robert O. Brinkerhoff, Telling Training's Story. Most
evaluation methods for program training reduce data to
averages: the average number of things learned by
participants; the average number of techniques applied on
the job; the average number of times a skill was used post-
training.

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In Telling Training's Story, training effectiveness expert
Dr. Robert Brinkerhoff offers a simple, compelling way of
evaluating training's impact: the Success Case Method
(SCM). Based on careful analysis of participants first-
person accounts of their experiences in a

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Telling Training's Story: Evaluation Made Simple, Credible ...

"Telling Training's Story provides the tools to do just that, allowing anyone to measure a training regime's effectiveness and prove it to customers. The book's central tool is the Success Case Me No matter how much trainers believe that their work is valuable, clients will always want solid, objective evidence that the training they're spending good money on is effective.

Telling Training's Story - Berrett-Koehler Publishers

In Telling Training's Story, Story Robert Brinkerhoff offers a simple, compelling way of evaluating training's impact: The Success Case Method (SCM). Based on careful analysis of participants' first-person accounts of their experiences in a training initiative, SCM has been proven robust enough to withstand scrutiny from both a research and a business perspective, and will not choke real world.

Telling Training's Story: Evaluation Made Simple, Credible ...

While most training evaluation methods are too elaborate, too complex, too costly, too difficult to explain, or worse, produce data that nobody believes, Telling Training s Story offers a simple, compelling way of evaluating training s impact: The Success Case Method (SCM).

Telling Training's Story: Evaluation Made Simple, Credible ...

In "Telling Training's Story", training evaluation expert Robert Brinkerhoff offers a simple yet compelling way of measuring and proving training's impact for those clients who are focused on bottom-line results: The Success Case Method (SCM).