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For Immediate Release

Telling Training's Story

Evaluation Made Simple, Credible, and Effective

By Robert O. Brinkerhoff

What all trainers know in their gut—that training and development is valuable and worthwhile—is something that needs to be proven over and over to clients focused on bottom-line results. Hundreds of books and articles have been published about evaluating training, but most of the methods they describe are too elaborate, too complex, too costly, too difficult to explain—or worse, produce data nobody believes.

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 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 practitioners and their clients with cumbersome methods and arcane statistical gyrations. The SCM enables organizations to do much more than just measure and document the impact of training; it uncovers and pinpoints the factors that make or break training success. Armed with this information, training leaders and their clients can dramatically increase the ROI of future learning and performance initiatives.

Filled with examples, illustrations, tools, and checklists, *Telling Training's Story* not only shares the power of the Success Case Method to evaluate training, it also offers practical step-by-step guidelines for creating SCM projects and ensuring meaningful results.

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More...

"No messy statistics, no complicated formulae, no squishy metrics. Brinkerhoff's Success Case Method is a robust and elegant approach to delivering substantive and believable evaluation data about the measurable impact of training and HR interventions."

–Marguerite Foxon, PhD, Principal Performance Technologist, Motorola

"I like the approach that Brinkerhoff has used.... You, the reader will be able to adapt his solutions to your own."

–Donald L. Kirkpatrick, PhD, author of *Evaluating Training Programs: The Four Levels*

"The Success Case method is the most relevant and compelling way to put educational results in the right light, and reach the results you're after."

–Louise Korver-Swanson, Senior Vice President, Executive Development, Bank of America

"This book is a 'must' for anyone who is serious about learning solutions and the results they can produce. The Success Case Method is simple and practical while yielding compelling and reliable information on training results."

–Dana Gaines Robinson, coauthor of *Performance Consulting: Moving Beyond Training and Strategic Business Partner: Aligning People Strategies with Business Goals*

Robert O. Brinkerhoff, Ed.D., is Professor of Counseling Psychology at Western Michigan University, where he coordinates graduate programs in human resource development. He is also a principal consultant and alliance partner with Advantage Performance Group—his clients include Anglo-American Corp., Bank of America, Pitney Bowes, the Federal Aviation Administration, the U.S. Postal Service, and the World Bank. He is the author of numerous books, including *The Success Case Method* and *High Impact Learning*.

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