

Jeff asked me to provide a write up on the session at the ASAP Conference. Please see the description below and let me know if this is what you are looking for. Also, as the Client Solutions Manager based here in Singapore, I will be happy to be a point of contact for anyone who has questions about the session, KnowledgeAdvisors, or learning and talent measurement in general; please feel free to share my contact info below.

### **Measuring Strategic, Visible and Costly Learning Programs**

*Jeffrey Berk, Chief Operating Officer*

*KnowledgeAdvisors, the world's largest provider of learning and talent measurement solutions*

In this presentation, Jeffrey Berk shares why measuring critical programs like leadership development, sales training and on-boarding are vital to program managers. The session then goes through the major elements of a measurement plan to successfully and comprehensively generate quantitative and qualitative metrics in a timely and practical manner with limited resources. Examples of tools such as a key performance indicator matrix, a communication plan, sample smart sheet evaluations and sample reports, including dashboards, are shared.

#### **Session Objectives:**

1. Illustrate the importance of measuring strategic, visible and costly programs
2. Demonstrate how to build a measurement plan to gather timely, credible data
3. Provide the Top 10 best practices for a successful measurement strategy
4. Showcase sample reports, statements, dashboards and scorecards that can be leveraged for your own programs