



Advanced Training Program Evaluation and Impact Measurement Course

21 – 25 June 2027
Casablanca



Advanced Training Program Evaluation and Impact Measurement Course

Ref: 1065_178551 **Date:** 21 – 25 June 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Advanced Training Program Evaluation and Impact Measurement Course is a one-week advanced course for learning leaders, evaluation specialists, instructional designers, HR development leaders, and performance analysts, who leave with a Training Evaluation Evidence Pack. Participants connect evaluation governance, logic models, evaluation questions, outcome indicators, mixed methods, learning transfer, evidence quality, attribution limits, and evaluation reporting. The course turns disconnected feedback into defensible findings and improvement decisions. Agile Leaders Training Center develops training program evaluation and impact measurement capability.

Who Should Attend

- Learning teams responsible for evaluation strategy, evidence use, and improvement decisions
- Evaluation teams responsible for questions, indicators, instruments, analysis, and reporting
- Instructional design teams responsible for learning objectives, assessments, and formative evidence
- HR development teams responsible for learning transfer, stakeholder reporting, and portfolio decisions
- Performance teams responsible for operational measures, data interpretation, and recommendation tracking

The course assumes participants already design, manage, or evaluate workplace learning, and it leaves introductory course design and country-specific requirements outside its scope.

Departments and Industries

The course supports departments and industries that need credible training evidence and decisions about learning improvement.



- Learning and development, human resources, talent, and organizational development
- Quality, performance, analytics, and internal evaluation functions
- Healthcare, education, public services, and nonprofit organizations
- Manufacturing, energy, logistics, and infrastructure operations
- Banking, insurance, technology, and professional services

Learning Objectives

By the end of this course, participants will be able to:

- Build an evaluation governance and stakeholder-use map
- Apply logic models to training outcomes and indicators
- Design process and outcome evaluation questions
- Evaluate survey, interview, assessment, and transfer evidence
- Analyze findings while stating attribution limits
- Prioritize recommendations and evidence-informed improvement actions



Course Agenda

Day 1: Evaluation Purpose and Governance

- Evaluation Purpose and Intended-Use Statement
- Stakeholder Evidence-Use Map
- Evaluation Decision Rights Matrix
- Evaluation Quality Standards Checklist
- Evaluation Governance and Ethics Register

Day 2: Logic Models and Indicators

- Training Theory-of-Change Map
- Training Logic Model Canvas
- Process and Outcome Indicator Matrix
- Learning and Transfer Evidence Chain
- Indicator Definition and Data Source Card



Day 3: Questions and Evidence Collection

- Evaluation Question Prioritization Grid
- Mixed-Methods Evaluation Design Matrix
- Survey Item Quality Checklist
- Interview and Focus Group Protocol
- Learner Assessment Evidence Plan

Day 4: Analysis and Reporting

- Quantitative Evidence Analysis Sheet
- Qualitative Coding and Theme Matrix
- Evidence Triangulation Table
- Attribution and Contribution Limits Log
- Evaluation Findings and Recommendation Brief

Day 5: Evaluation Practice and Decisions

- Exercise: Frame an Evaluation Purpose
- Exercise: Build a Training Logic Model
- Exercise: Test an Evidence Collection Tool
- Exercise: Defend an Evaluation Finding
- Capstone Exercise: Training Evaluation Evidence Pack



Practical Exercises

The course uses suggested activities that connect stakeholder needs, evaluation design, evidence quality, analysis, and improvement decisions.

- Suggested activity: map intended users and decisions for healthcare and manufacturing training cases
- Suggested activity: align learning, transfer, and operational indicators with a logic model
- Suggested activity: review survey and interview items for bias, clarity, and usefulness
- Suggested activity: present findings with evidence strength, limitations, and recommended actions

FAQs

Who suits advanced training program evaluation and impact measurement?

Learning, evaluation, instructional design, HR development, analytics, and performance professionals suit the training. The course assumes responsibility for workplace learning decisions, evidence, instruments, or stakeholder reporting.

How does training program evaluation differ from general instructional design training?

Training program evaluation focuses on evaluation purpose, logic models, questions, indicators, evidence collection, analysis, learning transfer, attribution limits, and decisions. Instructional design training focuses more on creating learning objectives, content, activities, and delivery.

How should a training evaluation plan use logic models?

A training evaluation plan uses a logic model to connect resources and activities with outputs, learning, transfer, and intended outcomes. The links help evaluators select questions, indicators, data sources, and collection points.

How can mixed methods strengthen training impact measurement?

Mixed methods strengthen impact measurement by combining patterns in quantitative evidence with explanations from interviews, observations, or open responses. Triangulation shows where evidence converges, differs, or remains incomplete.



How should training evaluation report attribution limits?

Training evaluation should state which changes are observed, what alternative explanations exist, where evidence is missing, and how confidently training contributed. Reports separate supported conclusions from assumptions and identify follow-up evidence needs.

Conclusion

Participants take back a Training Evaluation Evidence Pack containing the purpose statement, stakeholder map, logic model, indicator matrix, question grid, instrument checks, analysis sheets, limitations log, and recommendation brief. It connects evaluation evidence to intended uses and decisions. Learning teams can use it to govern evaluations, explain findings, and track improvement actions.