



ASSESSING THE RETURN ON INVESTMENT (ROI) OF TRAINING

11 JULY, 2024 | 9 AM - 5 PM

VENUE: IBP, KARACHI

FEE:
PKR 15,000
(Excluding Sales tax)

COURSE OVERVIEW

Historically, the challenge with implementing learning and development programs has been the difficulty in quantifying the impacts on organizational performance. Today, organizations are increasingly focusing on achieving tangible growth in productivity and revenue through training interventions for their human resources. With training budgets set exclusively for employee upskilling, showcasing the ROI (Return on Investment) or measuring training effectiveness is essential to ensure these budgets are well utilized.

This course aims to enable participants to calculate financial gains against costs, training ROI measures the success of learning efforts, empowering organizations to optimize strategies, refine training content, and align programs with business objectives. Participants will also learn to measure and demonstrate the financial impact of their projects, justify expenditures, secure management support, and align projects with business goals, ensuring optimal resource utilization and contributing to organizational success and growth.

COURSE CONTENTS

- ◆ **Effectiveness**
 - ◇ Training Benefits On Employee's Performance
 - ◇ Impact On Business Performance and Determine the Training's ROI
 - ◇ Issues/ Modification Required in The Training Process and Improve
- ◆ **Aligning Training / Capacity Enhancement Initiatives with Business Goal**
 - ◇ Assess the Capacity Building Initiatives
 - ◇ Aligning Trainings with Business Goals
 - ◇ Set Clear Training Objectives
 - ◇ Identify Impact of Training On Performance Areas
 - ◇ Define Key Performance Indicators (KPIs)
- ◆ **How to Measure Training Effectiveness?**
 - ◇ Kirkpatrick's Four-level Training Evaluation Model
- ◆ **Calculating ROI**
 - ◇ Training ROI Metrics
 - ◇ Tools for Capturing the ROI of Training
 - ◇ ROI Formula and calculation methods
 - ◇ Evaluate the Cost – Benefit Analysis

- ◆ **Pre & Post Data Collection**
 - ◇ Data Collection – Alternative Methods
- ◆ **Group Discussions & Activities**
 - ◇ Real Scenario Based Case Studies / Role Play Activities
- ◆ **Way Forward**

TARGET AUDIENCE

This training course is designed for middle level and senior level training professionals.

This course will be beneficial for:

- ◆ Training designers/developers
- ◆ Learning and Development/Training professionals
- ◆ Trainers
- ◆ HR professionals



FACILITATOR

Mr. Zafar Aziz Osmani

Mr. Zafar is a well renowned & seasoned business professional and carries a vast management and leadership experience spanning over thirty years. In his career, Zafar has served prominent organizations in senior management and leadership capacities in the Human Resources, Organization Development, Marketing and Project Management functions.

He has also worked as an HR Manager for Gulf International Bank, Bahrain, Exxon Chemical Pakistan Ltd. and Government of Pakistan in different capacities during the earlier part of his career.

A much sought after professional speaker on HR and business related matters, Zafar has been making professional contributions to the HR and Management in Pakistan as a Member of Executive Committee at Pakistan Institute of Management; Member of Board of Governors at Pakistan Society for Training & Development and Member of Advisory Board, Indira Group of Institutes, Pune, India. He is also a Member of Executive Board of Intercontinental Institute of HR Management based in Sri Lanka