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Measuring the R.O.I. of Training

Executive forum and workshop in partnership with Seneca College

Toronto, Ontario (February 2, 2007) - The Gaski Performance Group, in collaboration with Seneca College, Faculty of Continuing Education and Training, announce their second "Measuring the ROI of Training" Executive Forum (Toronto area) designed to give organizations ways to measure the business impact of their training initiatives.

According to The American Society for Training and Development (ASTD), more than half of human resources professionals surveyed consider the impact of training on financial performance as a top challenge. While some organizations measure the impact on their training investments most have no idea where to start.

This **Measuring ROI on Training** Forum, **scheduled for March 27, 2007 in Toronto** (Ontario), provides the opportunity for organizations to learn practical methods to measure training's impact on business results through a return on investment (ROI) model and a non-ROI model. This workshop includes identifying key performance metrics, ROI data collection process, evaluating ROI results (in financial terms) and illustrating training's contribution to business results. A detailed background on the levels of evaluation as outlined by Donald Kirkpatrick (a pioneer in modern training evaluation), is used to demonstrate the value of one measurement over another.

"Without the expectation of some measurable return that impacts business results, training remains a cost rather than an investment", said Joe Gaskovski, President of the Gaski Group, "so we define a successful learning-development activity as the latter, an investment." This event is valuable for Executive Management (VP and Director of: Human Resource, Finance, Sales, Operations, Training) and Training Managers, HR Managers, Skills Development Facilitators and Training Consultants.

Additional information is available at www.gaski.com/perform/ROI.html or Seneca College, Faculty of Continuing Education and Training at www.senecac.on.ca/parttime

About Gaski Performance Group

Gaski Performance Group (www.gaski.com) is a Canadian management training and development organization with expertise in management, sales and leadership. The company provides skills enhancement initiatives, assessment and evaluation programs, and customized workshops to organizations, government, non-profit groups and individuals alike.