

**FOR IMMEDIATE RELEASE**

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## **Measuring the R.O.I. of Training Driving training towards business results.**

**A complimentary workshop is now available for Human Resource professionals in the Greater Toronto Area.**

**Toronto, Ontario (April 16, 2007)** - The Gaski Performance Group, in collaboration with Seneca College, Faculty of Continuing Education and Training, are pleased to announce their highly sought-after "Measuring the ROI of Training" workshop – designed to give organizations the tools they need to measure the business impact of their training initiatives – is now available to certified HR professionals at no cost.

"Our goal is to focus organizational learning, training and development on measurable business results," said Joe Gaskovski, President of the Gaski Group, "then by demonstrating training's impact on positive and sustainable results, we transform the original training expense from a simple cost into an investment in continued organizational and individual growth."

According to The American Society for Training and Development (ASTD), more than half of human resource 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.

The next Measuring the ROI of Training workshop is scheduled for **April 23, 2007** in Toronto (Ontario, Canada). This workshop is an opportunity for organizations to learn practical methods that measure training's impact on business results through a return on investment (ROI) model and a non-ROI model. This workshop includes key performance metrics, ROI data collection process, evaluating ROI results (in financial terms) and training's contribution to business results. A detailed background on the evaluation levels as outlined by Donald Kirkpatrick (a pioneer in modern training evaluation), is used to demonstrate the value of one measurement over another.

This event is valuable for Human Resource Professionals, Training Managers, Skills Development Facilitators and Training Consultants.

*For Additional information:*

Additional information is available at - [www.gaski.com/perform/ROI.html](http://www.gaski.com/perform/ROI.html)

or at Seneca College at - [www.senecac.on.ca/parttime/pip-roi\\_forum.html](http://www.senecac.on.ca/parttime/pip-roi_forum.html)

### **About Gaski Performance Group**

Gaski Performance Group ([www.gaski.com](http://www.gaski.com)) is a Canadian management training and development organization with expertise in leadership, management, and professional sales. The company provides learning and development, skills enhancement initiatives, assessment tools and evaluation programs, along with customized workshops for businesses, organizations, and individuals.