

**FOR IMMEDIATE RELEASE**

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## **Measuring the R.O.I. of Training** **How HR can measure the impact of training on business results**

**Toronto, Ontario (March 11, 2008)** - The Gaski Performance Group, in collaboration with Seneca College, Faculty of Continuing Education and Training, are pleased to announce the next "Measuring the ROI of Training", a complimentary half-day workshop for HR and training departments, will be held on April 2, 2008 in the Greater Toronto Area. This workshop is designed to assist HR departments in measuring the impact of their training initiatives on business results.

"Our goal is to support organizational learning, training and development in a way that positively impacts business results," said Joe Gaskovski, President of the Gaski Performance Group. "And by demonstrating training's impact on those results, the cost of the training is then transformed from an expense into an investment."

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.

This workshop is an opportunity for organizations to learn practical methods that can 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, the ROI data collection process, evaluating ROI results (in financial terms) and defining 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 level over another.

This workshop is available at no cost to Human Resource staff, Training Managers, Skills Development Facilitators and Training Consultants.

*For Additional information:*

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