
Handout 5-2. The Importance of Evaluation

Evaluate and Enhance is the final module of this train-the-trainer session, and Evaluate is the final phase of the ADDIE model. You can step back and view the beauty of the entire model.

The evaluation stage is important to you as a trainer. It is here so that you can prove your value as a business partner to your organization. You can answer these questions:

- How has training changed employee performance?
- How has training increased sales or reduced expenses?
- How has training reduced rework and defects?
- How has training affected turnover and employee satisfaction?
- And ultimately, how is training affecting the bottom line?

Evaluation is the ADDIE phase that ensures that training or other performance solutions are meeting the needs of learners and organizations as a whole.

This module will give you a chance to review Kirkpatrick's four levels of evaluation and to explore Phillips's ROI model.

Evaluation is beneficial only if it is used to enhance the next training, affect how changes are implemented, and make decisions about how to constantly improve.

Finally, evaluation should also pertain to you, the trainer. Evaluating your progress and your next steps for improvement should be foremost in your mind. After all, that is why you are attending this train-the-trainer session, right?