



Demonstrating the bottom line impacts is vital in presenting a sound business case for individual, team and leadership development activities. Using online software, The Forton Group offers a range of impact measurement tools for training, coaching and other development activities.

Our Impacts surveys are based on the work of Dr Donald Kirkpatrick, who recommended measuring learning in four key dimensions:

- **The Reaction** – what participants thought and felt about the development intervention (assessment, training, coaching, etc.)
- **The Learning** – the knowledge or capability
- **The Behaviour** – the extent of applying the learning
- **The Results** – the impacts on the business or environment

In addition, our Impacts surveys specifically measure the Return on Investment (ROI) of interventions, where respondents have identified financial impacts of their learning on the business environment.

In order to be realistic, and not over-state the benefits of learning and development interventions, we use the Merrill C. Anderson (MetrixGlobal) method of weighting the results against particular development interventions and by certainty. This provides a more rigorous and realistic ROI. ROI can be captured initially through online surveys and, where the financial benefit is particularly complex or high, telephone interviews are used to tease out the details on respondent samples.

Impact surveys are closely related to the initial objectives of the learning or development activity and, where appropriate, to organisations' strategic and business objectives, and their values.

- **Coaching Impacts:** these surveys measure the impacts of coaching interventions as seen through the eyes of the coachee and their line manager, at the beginning of the coaching intervention (baseline) and further into the coaching assignment (typically three to six months).
- **Training Needs and Training Impacts:** these surveys can measure both the training needs of an individual, group or organisation and the impacts of training interventions, whether distance learning or classroom training. It is recommended that training needs analyses are conducted before major investment in training and other interventions. This ensures that developmental budgets are targeted appropriately and are best able to achieve their desired objectives.
- **The Impacts Surveys** can also be adapted for team development and facilitated events, presentations and other developmental interventions.

Contact us for more information:

email: info@thefortongroup.com

tel: 0845 006 1428

www.thefortongroup.co.uk

or write to:

Helen Caton Hughes, Chief Executive,
The Forton Group,
College Farm,
Main Street,
Willoughby,
Warwickshire, CV23 8BH, United Kingdom