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Telling Training's Story - Berrett-Koehler Publishers

Telling training's story : evaluation made simple, credible, and effective. [Robert O Brinkerhoff] -- No matter how much trainers believe that their work is valuable, clients will always want solid, objective evidence that the training they're spending good money on is effective.

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In "Telling Training's Story", training evaluation expert Robert Brinkerhoff offers a simple yet compelling way of measuring and proving training's impact for those clients who are focused on bottom-line results: The Success Case Method (SCM). See all Product description 3 customer reviews 4.0 out of 5 stars

Telling Training's Story by Robert O. Brinkerhoff ...

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Telling training's story : evaluation made simple ...

Telling Training's Story is the first accessible, affordable book to offer clear, simple tools and a compelling way of measuring and proving the impact of training on bottom-line results: The Success Case Method (SCM).

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Telling Training ' s Story

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Telling Training's Story: Evaluation Made Simple, Credible ...

Telling Training ' s Story Evaluation Made Simple, Credible, and Effective By Robert O. Brinkerhoff What all trainers know in their gut—that training and development is valuable and worthwhile—is something that needs to be proven over and over to clients focused on bottom-line results. Hundreds of books and articles have been published about

Telling Training's Story: Evaluation Made Simple, Credible ...

Telling Training's Story: Evaluation Made Simple, Credible, and Effective @inproceedings{Brinkerhoff2006TellingTS, title={Telling Training's Story: Evaluation Made Simple, Credible, and Effective}, author={Robert O. Brinkerhoff}, year={2006} } Robert O. Brinkerhoff * Preface *1. Making the Case for Training Impact *2.

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Stories | Better Evaluation

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"Telling Training's Story provides the tools to do just that, allowing anyone to measure a training regime's effectiveness and prove it to customers. The book's central tool is the Success Case Me No matter how much trainers believe that their work is valuable, clients will always want solid, objective evidence that the training they're spending good money on is effective.

9781576751862: Telling Training's Story: Evaluation Made ...

To get people to tell their stories, do one or more of the following (from Krueger): Let people be comfortable and relax. Food and beverages help. Take your time - There will be many "dead ends". Have several "provocative" questions (e.g. best and worst moments). Use cues to stimulate memory, such as timelines, photographs, objects, etc.

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