

Measuring the True Business Impact of Training

Success Case Evaluation MethodSM

**CERTIFICATION
PROGRAM**

**Looking for a simple AND scientifically robust way to
determine that trainees are using new learning
to create real business value?**

Here it is!

January 20-21, 2005
Phoenix, AZ

May 12-13, 2005
Washington, D.C.

October 20-21, 2005
Chicago, IL

WHAT IS THE SUCCESS CASE METHODSM?

The Success Case Method (SCM) is an innovative approach to training evaluation that helps organizations convert learning – consistently, quickly, and effectively – into improved performance.

The SCM documents actual incidents of training success that show how trainees have used new learning to create real business value. At the same time, this approach pinpoints the critical systemic factors that make or break training impact.

Because SCM evaluations create authentic verifiability — evidence that would “stand up in court” — Success Case data convincingly demonstrate the value of training in ways that senior leaders understand and believe.

SCM evaluation benefits include:

- More informed and effective training investment decisions
- Learning that has clear linkages to the business needs of the organization
- Improved training implementation that helps your organization achieve critical job and business results
- A powerful and consistent way to measure business impact and to leverage successful applications of learning.

FINALLY, A BUSINESS CASE FOR MANAGER INVOLVEMENT!

Manager involvement is key to producing business results.

Using actual, compelling organizational business data, the SCM digs out the critical managerial behaviors that make or break success, then ties these to the bottom-line impact that training helps produce.

Armed with this data, you can show skeptical managers how their involvement in critical tasks,

such as engaging in a few vital before-and after-training activities, can pay off in business results for their work units.

SCM studies also enable you to “teach” managers and others how to leverage performance and business results from their investments in employee learning. And, because it identifies critical performance system factors that impede impact and ROI, the SCM is a natural complement to performance improvement consultation, allowing you to continuously increase your return from learning investments.

PROVEN RESULTS FOR SCORES OF LEADING ORGANIZATIONS

The SCM is a proven and research-based approach that has been used by dozens of leading companies, including Hewlett-Packard, Delta Airlines, Ingersoll-Rand, The World Bank, Pfizer, American Express, and Steelcase, among many others.

The SCM is a key component of Advantage Performance Group’s comprehensive *Advantage Way*SM system for linking learning with verifiable business results.

“The Success Case MethodSM helped us understand how effective our current learning interventions are, and raised awareness of the performance support factors that we need to address.”

Mick Thomas
EHS Learning and Training Leader
Dow Chemical Company

The SCM Certification Program

The experience of leading organizations that have benefited from the SCM proves that fully trained and certified in-house SCM champions are an integral part of the success of this unique evaluation system.

For this reason, The Learning Alliance and Advantage Performance Group are pleased to present a suite of SCM Certification programs for 2005.

Program Overview

The SCM certification process blends workshop group instruction with personalized consultation and technical assistance. Each participant is required to complete a SCM project in which the team conducts an impact evaluation of an actual training initiative in their own organization. The SCM certification process begins with an email-delivered module and teleconference followed by a two-day intensive workshop.

Then we provide ongoing assistance and consultation to assure a successful learning experience and a valuable impact evaluation project and report. This consultation – a total of 12 hours – includes both regular and on-request assistance through a carefully planned series of interactions that assure your SCM study stays on track, collects the right data, and is completed with persuasive and credible findings, conclusions, and recommendations.

Our comprehensive certification process is comprised of six steps.

STEP 1: PROJECT SELECTION

Two weeks prior to the workshop, we provide you with a project selection and analysis

package. This information guides you and your team through the vital project selection criteria and helps you identify one or more project evaluation candidates. You then participate in a 30-minute teleconference during which we review and discuss your thinking and help you confirm your selection.

STEP 2: SKILL-BUILDING WORKSHOP

The Skill Building Workshop combines dynamic and engaging learning to deepen your understanding of the Success Case MethodSM (SCM) principles, process, and tools with guided application activities in which you begin the plan for your own SCM impact evaluation. The workshop is led by Dr. Robert O. Brinkerhoff, the developer of the Success Case Evaluation MethodSM and Dennis E. Dressler, leader of dozens of SCM evaluation and ROI impact studies.

In this exciting workshop you will:

- Discover how typical training evaluation and “ROI” methods can fail to convincingly demonstrate business impact
- Experience how the SCM builds the case for training impact with irrefutable evidence
- Explore case examples that demonstrate how others have used the SCM
- Practice using the breakthrough SCM process step-by-step
- Complete critical work on your own project

STEP 3: Phase I Evaluation Technical Assistance

Next, you and your team begin the SCM implementation process. During this period, you receive consultation on a detailed schedule of critical events and milestones to be sure that your SCM study moves efficiently and effectively through the initial key steps.

In addition, Brinkerhoff and Dressler are available as needed for assistance. The first phase of assistance guides you through survey construction, initial data analysis, selection of potential success cases, and planning for your interview protocol and procedures.

STEP 4: INTERVIEW TRAINING TELECONFERENCE

Based on your evaluation project schedule, we work with you and your team in a 2.5-hour telephone training session during which you practice key SCM interview skills, and receive feedback and guidance. During the telephone training session, we review and discuss each team's interview plan, issues, concerns, and needs. We also plan for the support your team wants from us during the early stages of the interview process.

"In Success Case Evaluation, I have found a methodology that is simple enough to implement in terms of resources (financial and people), yet is rigorous enough to be credible."

John Mallin
Director, Owens Corning University

STEP 5: PHASE II EVALUATION TECHNICAL ASSISTANCE

Consultation and assistance continues throughout the remainder of the evaluation implementation, with particular attention to the critical interview data collection and analysis process. As in the earlier phase, assistance is both scheduled and ad-hoc, helping you step-by-step to the completion of a compelling and effective SCM impact evaluation study and report.

STEP 6: Final Certification Review and Award

Certification culminates with an individual team teleconference during which we review your accomplishment, critique your SCM study strengths and improvement needs, respond to your questions, and help you plan further studies and competency development.

FAQ ABOUT CERTIFICATION

How long does it take to complete the certification process?

Most participants complete their evaluation project in about 6-8 weeks. The technical assistance process is geared to getting your study done quickly but with a maximum assurance of quality.

How much personal time do I need to invest in gaining certification?

The typical level of effort required for completing a SCM study is about 32-50 hours. Thus, your team should plan to spend two days at the workshop and another 3-5 days of time spread out over the following 6-8 weeks.

Is the technical assistance and consultation enough to assure a solid and high-quality evaluation?

We have a lot of experience in guiding people through this process, and have budgeted enough time to assure your success. Many people find that they need even less technical assistance time than we have budgeted. Our commitment is to be sure not only that you learn the process, but that you complete a thorough SCM study!

What if I have more questions?

If you have any questions about this brochure or the certification process, feel free to contact:

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REGISTER NOW!

FEES & REGISTRATION

To register, contact Dennis Dressler at 269-381-1972 or by email at ddressler@advantageperformance.com

Certification fees are \$3,750 per person or a special 3-person rate of \$9,950. This fee includes all activities and resources needed for full certification and completion of a start-to-finish Success Case Method impact evaluation project (see below for details).

Participation by three (3) persons from the same organization is recommended to assure greatest critical mass of expertise and optimal distribution of responsibilities during the action-learning phase of the certification process. Two-person teams from the same organization and singles are welcome.

The certification fee includes all of the following:

- All instructional, implementation, support, and resource materials
- Attendance at the two-day workshop, including all materials, continental breakfast, refreshments, and lunch for both days (participants are responsible for their own travel and lodging costs)
- On-demand and scheduled technical assistance to help select, design, and conduct a complete SCM evaluation of a training initiative in the participant's home organization.* (Fee includes up to 12 hours of technical assistance during the application portion of the action learning.)
- Final certification review and provision of signed certificates for each participant

*Depending on registration numbers, single person attendees may be teamed with other participants for the action-learning portion of the certification process.

Also included:

- A 100-page reference and resource binder for each team with all job aids, templates, worksheets, and fully completed examples of previously conducted SCM projects

- A complete set of workshop materials and Success Case MethodSM step-by-step job aids for each participant
- A CD-ROM with electronic copies of all worksheets, templates, report formats, etc.

ACT SOON!

To assure close and responsive interaction with participants, registration is limited.

Registration requires a deposit of \$300 that is fully refundable up to one week prior to the workshop. Registration in full must be received not later than the commencement of the workshop.

The Success Case Evaluation MethodSM certification is a joint offering of The Learning Alliance, Inc. and Advantage Performance Group.

The Learning Alliance is a Michigan-based consulting company whose principals are Robert O. Brinkerhoff and Dennis E. Dressler. Advantage Performance is the world's leading human performance consulting network, and a pioneer in developing human resources interventions that achieve verifiable business results.

ABOUT THE INSTRUCTORS

Dr. Robert O. Brinkerhoff is the creator of the Success Case Method and an internationally known evaluation expert, speaker, and consultant. He has written more than 10 books and dozens of articles on training effectiveness, measurement, and evaluation.

Dennis E. Dressler has more than 20 years' experience in training effectiveness and measurement, and is co-author of the book *Productivity Measurement*. He has conducted dozens of Success Case MethodSM studies and provided training and effectiveness consultation to many companies nationally and worldwide.



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