

# TRAINING SERVICES

## Measurement

To be effective, measurement should be actionable.

Although virtually every training organization acknowledges that measurement is an important part of any training initiative, few are truly equipped to provide the type of support that a client needs. At Janek, validating the effectiveness of the sales training in terms of performance improvement, business results, and ROI, rests at the center of our total project implementation strategy. We pride ourselves by going beyond the “traditional” methods of measurement in order to deliver the results our clients desire. This extra investigation and “actionable” feedback is what we believe to be the critical difference in true long-lasting behavior change.

Below is a high-level overview of our survey approach delivered to all training participants. This proprietary approach provides relevant feedback that can be instantly translated to actionable items.

### Post-Event Survey: *(Immediately following the training):*

- Reactions to applicability
- Anticipated behavioral changes
- Predictions on business impact
- Expression of perceived barriers

### Follow-Up Survey: *(90-120 days following the training):*

- Confirmed behavior change
- Overall job performance and business impact
- Return on investment
- New or unresolved barriers to success

### How are surveys managed?

The surveys are managed and deployed online. Comprehensive reports are provided at each stage of the process including recommendations based upon the findings.

This process provides immediate and actionable information to leadership in order to identify opportunities for coaching, training, and other development needs.