DALE CARNEGIE®
TRAINING

Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

• **Human Resource Management—** Manages the process for aligning human capital with organizational goals.

• **Change Management—** Proactively seeks opportunities to redirect self, others, and the organization to achieve desired results.

RELATED COMPETENCY CATEGORIES:

• **Vision—** Future-oriented. Develops an exciting picture of what could and what should be, regardless of what is, for them and their organization.

• **Results Oriented—** Passionate about winning. Dedicated to achieving all-win solutions to situations.

• **Initiative—** Proactively makes things happen. Evaluates self and others and takes positive corrective action. Is self-disciplined.   .

Training Design and Evaluation

SUMMARY

Creating training solutions should start with an understanding of the five levels of how training impact will be evaluated. Following a proven process helps assure specific organizational outcomes. The ADDIE process starts with analysis, which identifies key strategic initiatives and desired outcomes. The design step clarifies what will be delivered and creates an overview of the program outline. The development phase focuses on assembling the various aspects of the structure, content, and delivery needed to achieve objectives. Implementation of the training includes testing, feedback and refinement. Evaluation needs to be conducted to assure that organizational objectives have been met.

CONTEXT

Training and human resources departments have often been perceived as cost centers, rather than profit centers. This perception is changing. Progressive organizations recognize that there is a measurable benefit to developing and retaining effective associates. When you design and develop effective training interventions, you will create measurable, long-term impact on your organization.

At the completion of this module, participants will be able to:

• Design training interventions using a proven process to assure sustained organizational impact

• Create program and session learning objectives that focus the training on identifiable behavior change

• Design and develop program structure, content, and delivery to assure critical outcomes

"To do it (training) superbly, you need to be a combination of a philosopher, a psychiatrist, a super-salesman, a missionary, and the man on the flying trapeze."
—Dale Carnegie