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CAPTURING THE IMPACT AND ROI OF TRAINING INITIATIVES

CASE STUDY

312-475-2800 | info@exetergroup.net | www.exetergroup.net | Chicago, IL

Overview

The HR department at a Northwest hospital sought to strengthen the way it measured the effectiveness of its employee training and education initiatives. Historically, progress tracking relied on attendance logs, informal feedback, and scattered evaluation results. To improve consistency, visibility, and data-driven decision-making, Exeter was engaged to design a comprehensive Training Evaluation Dashboard grounded in Kirkpatrick's Four Levels of Evaluation. The dashboard provided real-time insight into learner engagement, knowledge gain, behavior change, and organizational outcomes—creating a more meaningful and measurable approach to workforce development.

The Challenge

The organization faced increasing training demands but lacked a consistent way to measure effectiveness. Training data was scattered across the system, evaluation rarely went beyond basic reaction surveys, and inconsistent reporting made it difficult for leadership to see the impact or ROI of training. Without a structured framework, HR could not easily determine which programs were effective or needed improvement.

The Solution

Exeter developed a dashboard based on Kirkpatrick's Four Levels of Evaluation. Surveys captured learner reactions (Level 1), while pre- and post-assessments measured learning (Level 2). 360 degree evaluations were used to determine behavior changes on the job (Level 3). Finally, training outcomes were linked to organizational metrics such as patient experience, safety indicators, and employee engagement results (Level 4). The dashboard provided consistent reporting, automated data collection, and clear visibility into the effectiveness of all training programs.

Results

The hospital gained clearer insight into the effectiveness of all training programs. Over time, competency scores improved, leaders used data to refine or discontinue low-impact trainings, and targeted training initiatives led to better patient experience, safety outcomes, and engagement. The dashboard increased accountability, supported data-driven decisions, and strengthened HR's ability to show measurable training impact and ROI.