



Handbook of Training Evaluation and Measurement Methods

Jack J. Phillips, Patricia Pulliam Phillips

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Today's economic climate means that anyone involved in training and development must be able to measure its effect on business performance. With a focus on costs, benefits, and return on investment, this book provides a comprehensive reference for those who are learning about or implementing an evaluation system.

This new edition is fully revised and updated to reflect current developments, with step-by-step guidance on a range of vital topics, including:

- Developing a results-based approach to HRD
- Evaluation design
- Data collection and measuring success
- Calculating program costs and ROI
- Increasing management support for HRD programs.

With end-of-chapter discussion questions and an accompanying online Instructor Guide, this fourth edition provides sound theory and practical solutions.

The *Handbook of Training Evaluation and Measurement Methods* is a complete and detailed reference guide suitable for HRD professionals and students in advanced courses in HRD, training evaluation, and program evaluation.

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