

# LEARNING MEASUREMENT'S IMPACT ON BUSINESS RESULTS

Less than one-third of organizations measure learning in a strategic way that positively impacts business results, according to Brandon Hall Group's 2018 Learning Measurement Study. These organizations are far more likely than other companies to have specific strategies in place for measuring each learning type (formal, informal, experiential). Plus, between 59% and 74% of these organizations are seeing year-over-year increases in most KPIs.

## LEARNING MEASUREMENT MATURITY MODEL

### Level 4: Leading

- Gathers data for metrics in formal, informal, and experiential learning
- Analyzes learning data and data from across the business to measure learning's impact on performance and business results.

### Level 3: Developing

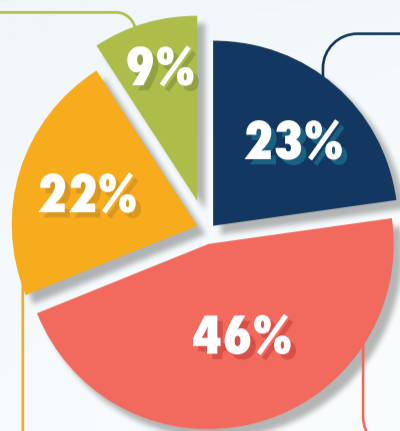
- Measures majority of learning across a variety of metrics
- Uses data to improve our learning strategy and delivery.

### Level 1: Lagging

- Does basic measurement around completions and learner satisfaction (smile sheets), but nothing beyond that.

### Level 2: Emerging

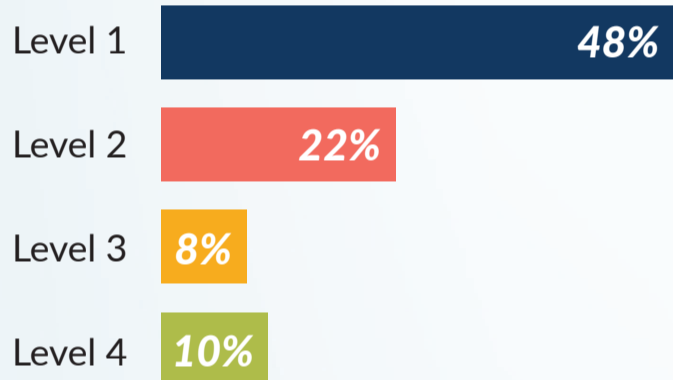
- Collects array of metrics, but not all our learning programs get measured
- Runs basic reports.



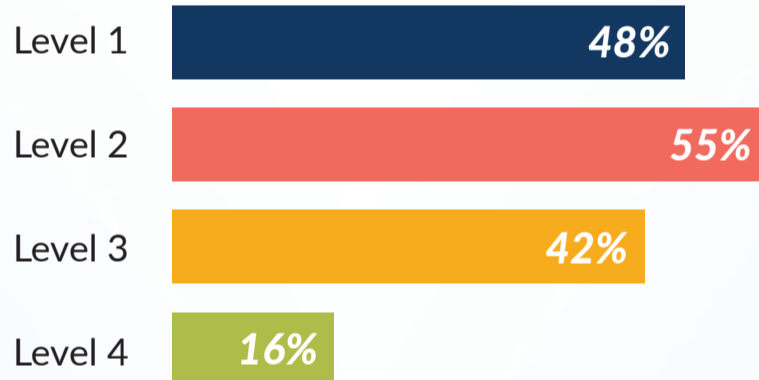
## Specific Strategies for Different Learning Types

The best measurement results come when there is a specific strategy for each learning type. More than half of Level 4 organizations do this, compared to just 12% of Levels 1 & 2 combined.

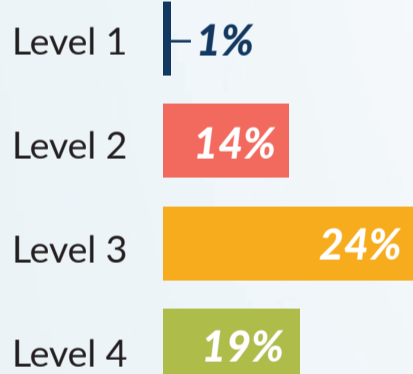
### Apply same measurement strategy to all types of learning



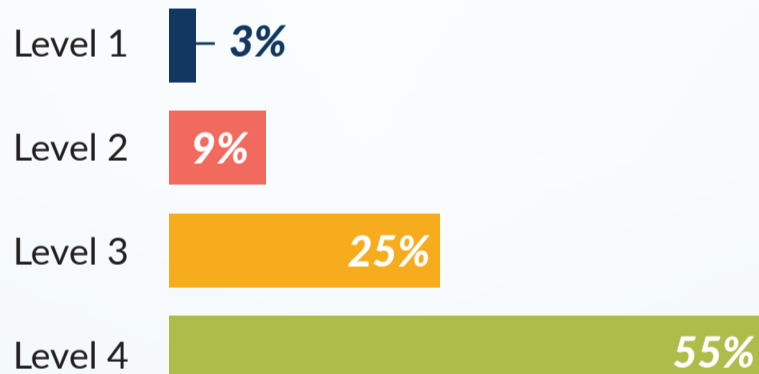
### Specific approach for formal learning measurement, but nothing for informal, experiential



### Specific approach for formal, informal learning measurement, but nothing for experiential



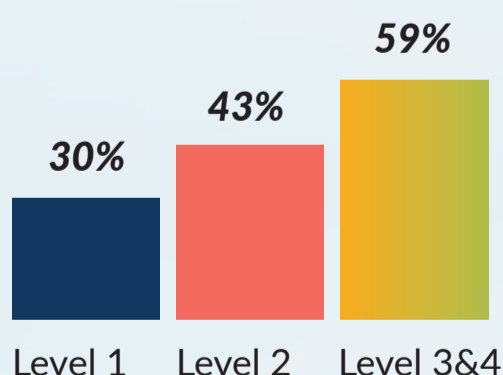
### Specific strategies in place for measuring each learning type



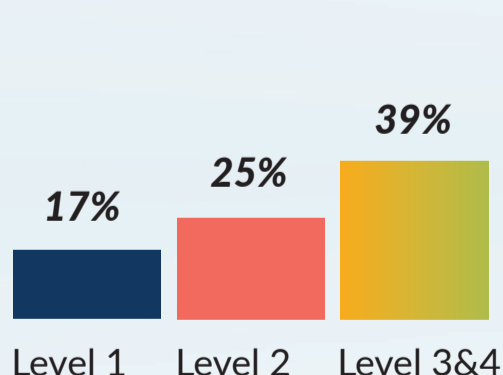
## Correlation Between Mature Learning Measurement and Increased KPIs\*

It's clear that until an organization gets to at least Level 3 in measurement maturity, where learning is measured consistently across a variety of metrics, learning cannot have much impact on business results.

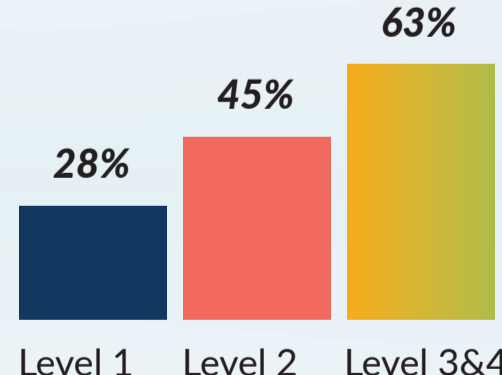
### Increased Employee Engagement



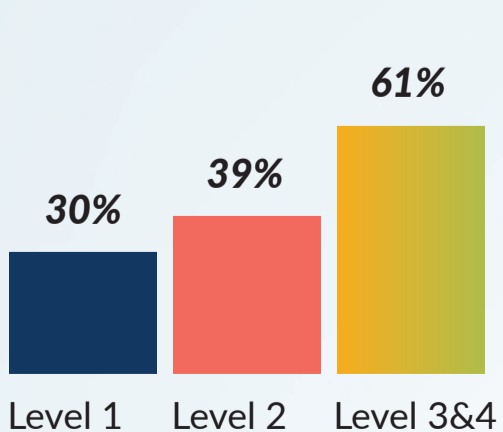
### Increased Employee Retention



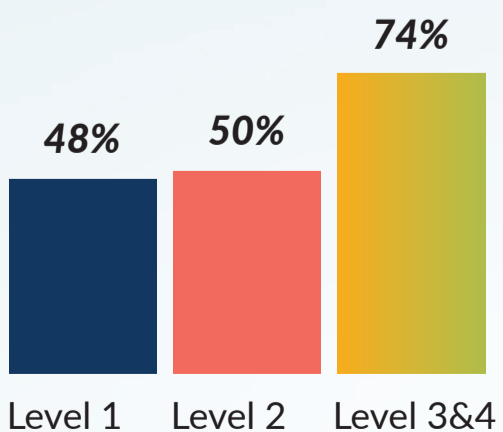
### Increased Customer Satisfaction



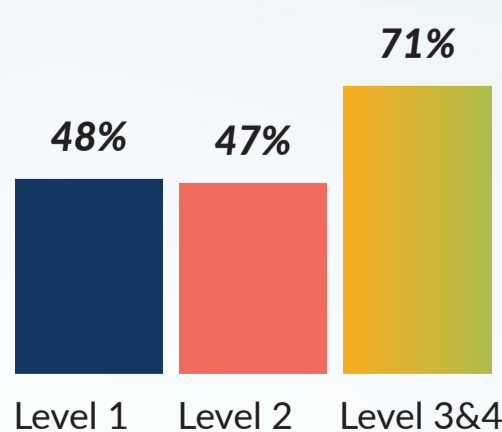
### Increased Customer Retention



### Increased Organizational Revenue



### Increased Market Penetration



\*Year-over-year increase