



November 25, 2009

Dear LUIZ / JOÃO:

Congratulations! We are pleased to tell you that your session proposal was selected for the ASTD 2010 International Conference & Exposition, to be held May 16-19, 2010, in Chicago, Illinois USA. Preconference workshops are scheduled for May 15 and Certificate programs will take place May 13-15.

ASTD received many more proposals than the Program Advisory Committee could accept. It is a testament to the excellent quality of your proposal that it is among a select number to be chosen. If you submitted multiple proposals, you will receive individual email notifications about the status of each proposal. Notifications about declined proposals will be sent by November 30, 2009.

SESSION TITLE: Beyond the 5th. Level: The Forgotten Dimension

We look forward to working with you to develop a dynamic conference!

Best regards,

Linda David, CPLP
Manager, Conference Programming

Alfredo Peres de Castro
Chair, 2010 Program Advisory Committee

<p>Proposal.</p> <p>Print this Page for Your Records.</p>	
ID Number:	
Proposal Title:	Beyond the 5th. Level. The Forgotten Dimension
Track:	Measurement, Evaluation and ROI
Abstract:	<p>Generally speaking, all executives from the T&D area are familiar with Kirkpatrick’s four levels of evaluation, as well as with the so called Jack Phillips fifth level.</p> <p>They also do not ignore Dr Jac Fitz-enz’s concept, author of many worldly known works about ROI in the training programs, that says:</p> <p>“The purpose of an evaluation effort, that is valid and reliable, and that assigns specific values to a training program is simply to demonstrate that there is an effective relationship between the training event and a subsequent modification in quality, productivity sales or service.</p> <p><i>"The methodology should imply the following: Considering all the established conditions, and assuming the similitude between the other factors, the result achieved will, very possibly, be the consequence of the training".</i></p> <p><i>Before we previously start to criticize the subject, notice that the principle of <u>ceteris paribus</u> (when all the rest is alike) represents the basic groundwork for all the attempts for a “prove”. And it is precisely the presuppose that holds all business planings and its subsequent evaluation”.</i></p> <p>We believe that it is almost impossible to obtain any return evaluation from the training without the exclusion of other variables. However, we totally disagree with the Idea that evaluations should be performed using always the same participants as the source of our inquiry.</p> <p>Our thesis is that, when we inquire from other stakeholders (superiors, clients, in and out suppliers) about their perception in relation to a training program we will be really discovering if we have or not filled the gaps that gave origin to the action.</p> <p>More than that we will be, also, widening the universe of those who are in condition to evaluate all the results from a training program. Such strategic decision has the purpose to provide more credibility to the T&D area.</p> <p>In honor of the pioneers of the ROI discussion in training we have called it a 6th. Level methodology.</p>

Learning Objectives:	<ul style="list-style-type: none"> • Critically analyse the dimensions usually employed to measure ROI in the training process; • Identify the stakeholders of the training actions and compare all patterns used to evaluate the efficiency of a training method in relation to the other traditional 5 levels; • Propose a methodology that will ensure the T&D area to evaluate the efficiency of their products grounded not only on the participants opinion, but also to put in practice something similar to a 360° evaluation.
Methodology:	<p>Instruments will be used to obtain from the participants a real diagnosis so that they will be able to discuss among them all the results achieved, having in mind how their organizations could benefit and how to immediately apply the concepts that have been exposed.</p> <p>In order to stimulate the discussions, statements from executives of international organizations will be shown. In them the several stakeholders expectations will be revealed about what they understand as an efficient training program, as well as the opinion of executives from the T&D area about the 6th.level of the ROI training program.</p>
Duration:	90-minute concurrent session
Format:	Concurrent Session
Ability Level:	Director/manager
Submitted(EDT):	
Presenters	
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