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*Measurement and Evaluation...
Made Simple*

LIVE ONLINE CERTIFICATION

Predictive Learning Analytics™ (PLA) Certification Program

Includes the **Boost Training Transfer Using
Predictive Learning Analytics** Workshop

Workshop Dates: September 13, 15, and 20, 22, 2022 | **Time:** 12:00 pm – 3:00 pm

Register at: www.phillipsassociates.com

KEY BUSINESS BENEFITS of PLA



- Less money and time wasted on learning delivered but not applied back on the job.
- Increased personal credibility in the eyes of business executives.
- More effective and efficient use of reinforcement activities by targeting participants who are “at-risk” and “least likely” to apply what they learned in a training program back on the job.
- An objective way to identify managers who are likely to do a passive job of supporting training so that their approach can be improved.
- An objective way to measure, monitor, and manage the amount of scrap learning associated with a learning program.
- Real-time identification of obstacles to training transfer encountered by participants following their participation in a learning program.
- Enhanced reputation among L&D colleagues.

REVIEWS FROM PAST PARTICIPANTS

“This training is the best investment I made this year”

“So practical!”

“This was great. Can’t wait to implement! Thanks, Ken.”

“The best training I attended in years.

Big thank you to Ken for the great content, continuous engagement, examples, and discussions.”

Contact Ken at 847.231.6068 or ken@phillipsassociates.com

About PLA

Predictive Learning Analytics™, or PLA for short, is a revolutionary new process for bridging the learning/application gap by using five key metrics to pinpoint the underlying causes of scrap learning associated with a training program. Not familiar with scrap learning? It's a term that describes the gap or difference between training delivered but not applied back on the job. It's the flip side of training transfer.

PLA's mission is to provide L&D professionals with a way to move their evaluation efforts from measurement to management by using data to measure, monitor, and manage training transfer. The methodology consists of three phases and nine steps (see the model below) and sits on a foundation of three research-based training transfer components and fifteen research-based training transfer factors.

Program Objectives

After attending this innovative, highly interactive program, you will be able to:

- Identify the impact scrap learning has on wasted organization resources and lost credibility with business executive stakeholders.
- Use five critical Predictive Learning Analytics™ metrics to identify the underlying causes of scrap learning associated with a training program.
- Predict which participants are most likely, at-risk and least likely to apply what they learned in a training program back on the job.
- Predict which managers of the program participants are likely to provide active or passive support for the training.
- Determine which research-based training transfer components and training transfer factors contribute the most and least to training transfer.
- Calculate the amount of scrap learning associated with a training program and identify the obstacles inhibiting participants from applying what they learned.
- Validate the accuracy of your participant training transfer predictions using Level 2 and Level 3 evaluation data.
- Create reports showing your Predictive Learning Analytics™ results and gain increased credibility with business executive stakeholders.

Who Should Attend

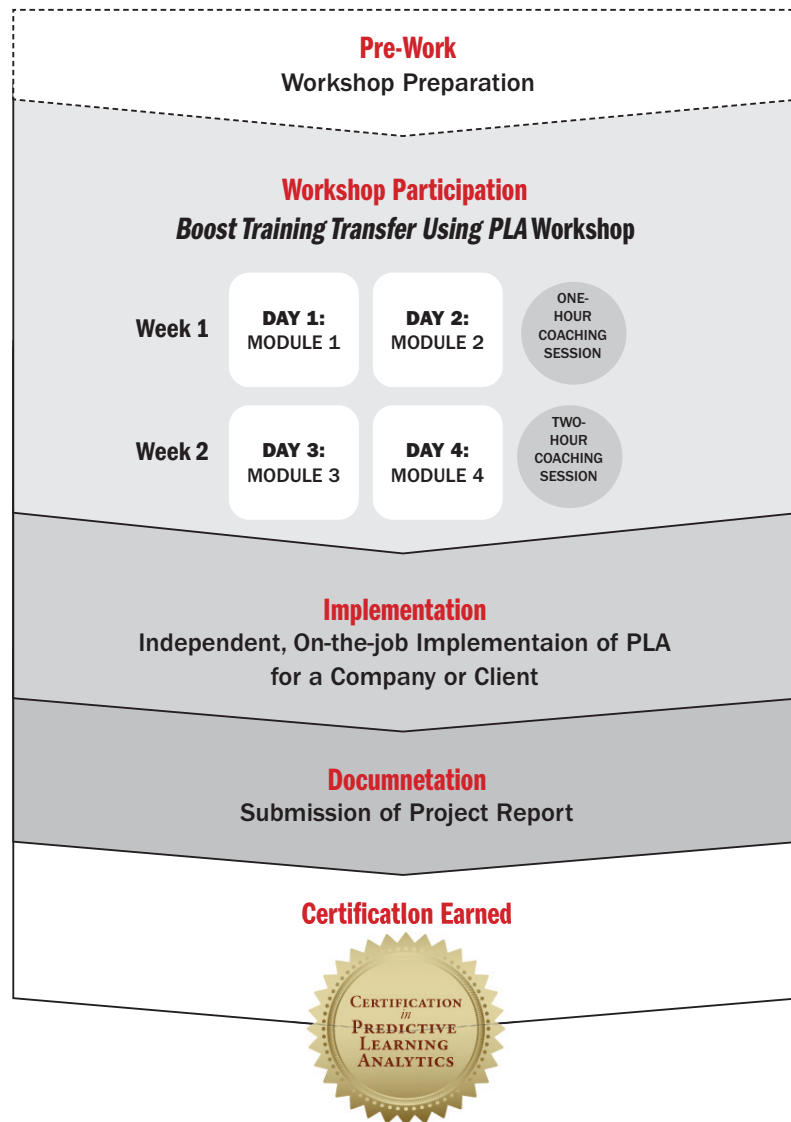
L&D professionals who are:

- Committed to ensuring the effectiveness of the learning programs they provide, and
- Interested in learning how to use predictive analytics and data-driven decision-making to maximize training transfer.

Certification Program Process

Obtaining PLA certification requires completion of these three steps:

1. **Attend the *Boost Training Transfer Using PLA Workshop***
Active participation in each session is also necessary to gain maximum value from the program.
2. **Complete a Capstone Implementation Project**
Use the methodology to evaluate a training program, either one of yours or a vendor program you are licensed to use.
3. **Write a Project Report**
Submit a written report describing how you used the PLA methodology to increase training transfer and your results.



What's Included?

- Before attending the workshop, participants receive a pre-workshop materials package that overviews the workshop, describes the learning objectives and business outcomes, and lays out the program schedule. In addition, it asks participants to gather information about a particular training program they want to use during the program while completing various learning activities.
- A comprehensive participant workbook containing all individual and group workshop activities and reference information
- An Implementation Guide detailing the PLA implementation process and a set of job aids provides step-by-step instructions on how to perform each step.
- Three hours of voluntary virtual group coaching
- Digital copies of PLA case studies
- Review and feedback of your PLA capstone project implementation report
- Certification certificate suitable for framing
- This highly interactive “how-to” workshop, titled Boost Training Transfer Using Predictive Learning Analytics, equips participants with the knowledge and skills needed to reduce the amount of training delivered but not applied back on the job. The workshop is delivered online via Zoom over four days in four three-hour sessions, spread over two weeks.
- Ken Phillips, CPTD, the creator and chief architect of the Predictive Learning Analytics™ method, facilitates the sessions in his signature style: professional, engaging, and approachable.
- Class size is limited to 20 participants to maximize opportunities for engagement with Ken and the other participants.

Workshop Description

Ken Phillips' Biography

Ken Phillips, CPTD, is the founder and CEO of Phillips Associates and the creator and chief architect of the Predictive Learning Analytics™ (PLA) learning evaluation methodology. He has more than 30 years' experience designing learning instruments and assessments and has authored more than a dozen published learning instruments. Ken regularly speaks to Association for Talent Development (ATD) groups, university classes, and corporate training departments. Since 2008, he has spoken at the annual ATD International Conference on topics related to measurement and evaluation of learning.



Prior to pursuing a Ph.D. in the combined fields of organization behavior and educational administration at Northwestern University, Ken held management positions with two colleges and two national corporations. In addition, he has written articles that have appeared in *td* magazine, *Training Industry Magazine* and *HR.com* and is a contributing author to six books in the learning and development field. Ken earned the Certified Professional in Learning and Performance (now CPTD) credential from national ATD in 2006 as a pilot pioneer and re-certified five times, most recently in 2021.

Registration Now Open — Early Bird and Group Discounts Available

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