

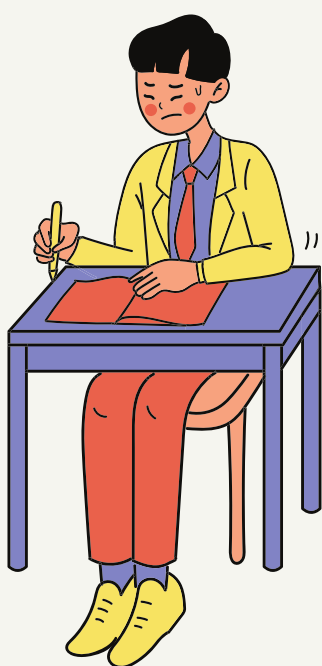
THE SUCCESS CASE METHOD

BY ROBERT BRINKERHOFF

The Success Case Method provides instructional designers with detailed feedback about which aspects of the project worked and which didn't. Follow the approach created by Robert Brinkerhoff below to measure the success of your project.

IDENTIFY PARTICIPANTS

Conduct a survey to identify participants that were successful from your training and those who were unsuccessful from your training.



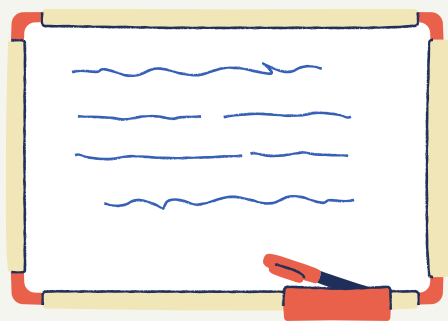
CONDUCT INTERVIEWS

Interview participants from both groups that you identified previously, to determine how to improve your materials.



CREATE A CASE STUDY

Create a case study based on your interview findings to share with your client or stakeholders.



EVALUATE CHANGES

Determine changes in metrics and factors that contributed to those changes. Adjust areas of the training to be more effective in the future.

SOURCE:
MAP IT THE HANDS-ON GUIDE TO STRATEGIC TRAINING DESIGN
BY CATHY MOORE