KEVIN M. YATES®
L & D DETECTIVE

INVESTIGATING PERFORMANCE IMPACT
with Facts, Clues, and Evidence

Kevin M. Yates is known globally as the L&D Detective®, solving measurement mysteries and uncovering the impact of training and learning on business and human performance. He is also the author of the **L&D Detective Kit for Investigating Performance Impact**, a widely used resource for professionals who want practical tools to measure results. His keynotes and workshops are immersive and interactive, engaging audiences with strategies that shift measurement from aspiration to action.

Kevin has captivated global audiences with compelling stories, realistic insights, and powerful participation-based experiences. With his signature style, he turns passive listeners and watchers into active impact investigators through innovative keynotes, workshops, and dynamic conference breakouts, delivered both in-person and virtually.

Audiences are saying

Loving that Kevin is bringing us into an impact mystery.

Kevin adopted a synergetic approach. Really interactive and fun.

Thanks for a great, interactive session. Lots of practical things to takeaway and apply.

It was a great session; we actually worked through a case study together. Great interaction and it was completely relatable.

Kevin is a masterclass presenter with exceptional ability for engagement and performance.

Featured Program - Measurement Mysteries: Investigating Performance Impact

Offered as a keynote or workshop (in-person and virtual), this program immerses audiences in a realistic impact investigation. Together with Kevin, the audience assists with solving a measurement mystery using facts, clues, and evidence that answer one essential question:

What is the impact of training and learning on workplace performance?

Examine how to measure training's influence on human and business performance.

Discover how to plan for impact at the start so it is easier to measure at the end.

Explore what collective contribution means in the context of workplace performance and how it differs from isolated efforts.

Investigate real-world examples and credible evidence that reveal how collective contributions drive measurable impact.

Uncover how frameworks and tools from the L&D Detective® Method empower you to be a successful impact investigator.

Measurement Advisory Services: Helping You Operationalize and Achieve Impact Measurement

Measuring the impact of training and learning can be challenging but it is not impossible. Kevin helps L&D teams create and implement realistic, actionable, credible strategies for measuring impact with **honesty, intentionality, and performance-based methods**.

Kevin's advisory work is not aspirational; it is achievable and focused on action. He partners with L&D teams to uncover and communicate the real contribution of training and learning as an experience and L&D as a function within the workplace performance ecosystem. His advisory services include:

Impact Measurement Strategy

Operationalizing Measurement

Building Measurement Libraries

Why Kevin?

- 25+ years of experience working in measurement roles across global brands like Grant Thornton, Kantar, McDonald's, and Meta (Facebook).
- Recognized expert in impact measurement with a global footprint.
- Creator of practical tools and frameworks for measuring impact in the performance workplace ecosystem.
- Realistic solutions for real-world challenges, not just theories.
- A practitioner who understands what works in practice, not just in principle.

Conferences, Clients & Companies

Booking.com   learning technologies   VISA   LEARNINGLIVE   DEVLEARN   McDonald's   Grant Thornton

Humana   abbvie   paloalto NETWORKS   atd CORE4   INTUIT   Meta   ATECA

READY TO SOLVE YOUR NEXT MEASUREMENT MYSTERY?

Contact Kevin! ✉ kevin@kevinmyates.com | **Visit his website:** 🌐 kevinmyates.com