L&D Detective Measurement Mysteries

PROGRAM DESCRIPTION

How do we measure training and learning's contribution to human and business performance? Is there evidence for the impact of training? What are credible facts for learning effectiveness?

These are difficult questions to answer but difficult does not mean impossible. There is an answer! Join **Kevin M. Yates**, the L&D Detective, as he solves a measurement mystery.

Working alongside Kevin, you will conduct an impact measurement investigation. You'll examine nine questions, the answers to which are essential for successfully measuring impact for training and learning. You'll also collect facts, clues, evidence, and data that reveal training and learning's influence on human performance and business results.

We will identify metrics and measures that give signal for impact. We will also explore what you can and cannot measure. We'll conclude our impact investigation with the evidence we've collected and answer the question, "What is the impact of training and learning?".

What will we do?

- Examine how to measure training's contribution to human performance and business results.
- Discover how to plan for impact measurement in the beginning so it's easier to measure in the end.
- Investigate facts, clues, evidence, and data that give signal for the impact of training and learning.
- Remove or reduce factors that block impact measurement.
- Explore why measuring impact can be difficult and methods for making impact measurement possible.

L&D Detective Measurement Mysteries is a simulated, immersive, discovery-based learning experience where people work in teams to solve the measurement mystery. It can also be customized for keynote presentations. Either way, audiences will take-away actionable, relevant, credible methods for solving measurement mysteries.

What are audiences saying about L&D Detective Measurement Mysteries?

"Kevin not only held our attention, he involved us throughout."

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

"Kevin adopted a synergetic approach to the session where not only was it insightful, but it was also really interactive and fun."

"Loving that Kevin is bringing us into an impact mystery that he needs our help solving."

KEVIN M. YATES
L & D DETECTIVE

Kevin M. Yates is known in the global training, learning, and talent development community as the L&D Detective. He investigates impact and solves measurement mysteries with facts, clues, evidence, and data. With 25+ years industry experience serving in diverse roles across multiple industries and global brands including Grant Thornton, Kantar, McDonald's, and Meta (Facebook), Kevin examines fulfillment of purpose for training and learning. He is also founder and president of Meals in the Meantime, a nonprofit helping people who need food with pop-up food pantries.

Visit and Contact

Visit Kevin's website at **kevinmyates.com** and contact him by email at **kevin@kevinmyates.com** to bring L&D Detective Measurement Mysteries to your conference, event, or business.