

WHY TRAINING METRICS MATTER

By Evan Hackel, CFE, Tortal Training and Ingage Consulting



If you're not taking advantage of the profits and prestige that training has to offer, then your business may be in trouble.

Many company leaders think that measuring the results of their company training will give them information that is "nice to know." If that is what you have been thinking, I would like to challenge you in this article. Measuring what is happening with your company training can empower you and improve your profits and processes in immense ways that will astound you.

A case study that proves the point.

When my training company was analyzing training results for a restaurant chain, we looked at the profits of individual restaurants in two categories. The first was restaurants where 50 percent or less of employees were taking the required online training. The second category consisted of restaurants where 80 percent or more of employees were taking the required online training. Our analysis showed that in the second group, the annual growth rate of business was four percent greater than the growth rate at restaurants in the first.

What does this mean?

Since the average restaurant in the chain was doing an average of \$2 million annually, that meant that restaurants where at least 80 percent of employees who were being trained were doing \$80,000 more in business every year. Even when we subtracted the \$20,000 cost

