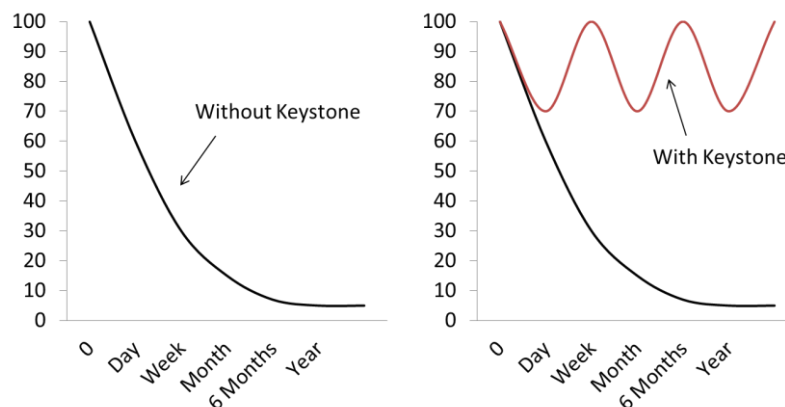


Evaluation and return on investment

We use as many methods as possible to ensure participants not only practise new behaviours during their development intervention, but also have a clear route for transferring their learning back to the workplace – thus giving a strong foundation for evaluating the programme and measuring the return on investment. Delegates need to consistently use their new skills to become confident and competent with them, and to ensure they do not return to their previous ways of working. The Ebbinghaus Forgetting Curve (below) shows how easy it is for the effects of training to slip away if a training provider does not work in partnership with their clients to ensure the learning continues to benefit their organisation for years to come. Keystone has a strong focus on maintaining the behavioural change – another benefit of working with us.



In terms of evaluating the training and measuring the return on investment, we are a results-oriented organisation and we pride ourselves on being measured by our partners each day, in terms of our consultation, design, development, delivery and follow-through work. Every aspect of our service is transparent because our client is involved and informed at every stage of the process. We see it as a partnership – right down to the last detail. The product is only delivered when you are sure that it is absolutely right.

At the very start of the design process, we agree specific required outcomes with you, and how and at what timescales these will be measured.

We use the results of these agreed measurements to provide you with regular review meetings and reports at agreed timescales so you can check the impact the programme is having as delegates go back to the workplace with their new skills and behaviours.

We use Kirkpatrick's four levels of evaluation as a framework for achieving this:

