



Step 2: Learning Evaluation, Define

Identify success metrics most appropriate to the organization.

Write down all of your relevant metrics. Don't worry about feasibility yet; you will prioritize and reduce this list in Step 4.

Metric Level	Metric	Data Source
Overall achievement of the project goals		
Improvements in job performance		
Improvements in knowledge and competency		
Delivery and discoverability of learning experiences		
Usage and quality of content		



Example Step 2: Learning Evaluation, Define

Identify success metrics most appropriate to the organization.

Write down all of your relevant metrics. Don't worry about feasibility yet; you will prioritize and reduce this list in Step 4.

Metric Level	Metric	Data Source
Overall achievement of the project goals	Monthly sales of the UltraWidget product line by region, store, and salesperson	Salesforce CRM
Improvements in job performance	Rankings of salespeople by managers during monthly observations in the following competencies: Explaining the Value of the Product, Recommending Related Products, Having a Welcoming Attitude Customer survey feedback	TES Observation Checklist Customer survey tool TBD
Improvements in knowledge and competency	Scores of salespeople in product knowledge assessment to be completed monthly (before, during, and after training) Scores of salespeople in online sales simulation to be completed before, immediately after, and three months after training	Articulate Storyline 2.7 Articulate Storyline 2.7
Delivery and discoverability of learning experiences	Ratings given by salespeople in post-training survey Time spent within UltraWidget Gamified Learning Platform Face-to-face instructor delivery observation ratings Average number of times salespeople access each fact sheet	Articulate Storyline 2.7 UltraWidget Gamified Learning Platform TES Observation Checklist SharePoint CMS
Usage and quality of content	Face-to-face session plan and resource observation ratings % of salespeople who downloaded product fact sheets % of salespeople who completed the gamified experience Gamified experience QA rating Fact sheet QA rating Watershed question analysis of Storyline quiz	TES Observation Checklist SharePoint CMS UltraWidget Gamified Learning Platform TES Observation Checklist TES Observation Checklist Articulate Storyline 2.7