

Measure the impact of learning?

YES

NO

You're obsessed with measuring the impact of learning interventions but you're not sure if the learning you offer is aligned to support the business in achieving its strategic priorities.

You're not having strategic conversations with business stakeholders, you're at risk of becoming 'order takers'.

ANALYTICAL DEVELOPMENT AREAS

Commercial awareness and business partnering

You're measuring delegate satisfaction, knowledge transfer, learning attendance and completion figures, but are these the right metrics? You might also be measuring qualitative and quantitative data and behaviour change.

You are not aware of the company's strategic priorities and how L&D can align itself to fully support business development and growth.

You are fully aligned to the direction of the company and anticipate business needs in advance. You know what learning is required and you understand and measure the impact it has on improving business performance.

You are seen as a value adding service by the business and have a credible reputation.

STRATEGIC CALL TO ACTION

Consider seeking external accreditation. Invest in external learning insights and individual and programme recognition

You have a 'seat at the table' and your views and opinions are listened to and acted upon by the business.

To ensure you do not become complacent you need to regularly review and refine your approach to learning and your offering. Consider external benchmarking to stay ahead.

You're operating at a tactical level, rather than a strategic one. You're reactive and don't take time to challenge.

You probably operate quickly and give people what they want, but is it what they need?

REACTIVE DEVELOPMENT AREAS

Commercial awareness, business partnering, measuring learning interventions, L&D Brand awareness

Your budget isn't being used effectively to maximise investment.

You lack commercial awareness and are not equipped to have strategic conversations with your business stakeholders. Your LNA process is not robust, you are not equipping the business for the future.

Your department could soon be at risk.

You know what's important to the business and you develop your learning strategy around this.

You ask thought provoking and challenging questions when meeting with stakeholders and only take on work that aligns to the direction of the business.

CHALLENGING DEVELOPMENT AREAS

Measuring learning interventions and L&D Brand awareness

You struggle to demonstrate the value of learning & development and do not make time to properly evaluate the impact and return of learning investments.

The business does not understand your value.

You do not have a high profile in the business and need to raise awareness of what the team do and the value they add.

NO

Aligned to business strategy?

YES