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Telling Training's Story: Evaluation Made Simple, Credible, and Effective By Robert O. Brinkerhoff Published by Berrett-Koehler Publishers, Inc. ISBN: 978-1-57675-186-2 Paperback Original \$29.95
Number of Pages: 254 Publication Date: March 2006

Telling Training's Story

Telling Training's Story is the first accessible, affordable book to offer clear, simple tools and a compelling way of measuring and proving the impact of training on bottom-line results: The Success Case Method (SCM). Filled with examples, illustrations and checklists, the book shares the power of SCM and offers practical step-by-step guidelines for creating SCM projects.

"Telling Training's Story: Evaluation Made Simple ...

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No matter how much trainers believe that their work is valuable, clients will always want solid, objective evidence that the training they're spending good money on is effective. Telling Training's Story provides the tools to do just that, allowing anyone to measure a training regime's effectiveness and prove it to customers. The book's central tool is the Success Case Method (SCM), and although the SCM is rigorous enough to convince even the harshest skeptic, it's also easy to understand.

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Training evaluation Citation Walker, G. (2006), "Telling Training's Story: Evaluation Made Simple, Credible, and Effective", Industrial and Commercial Training , Vol. 38 No. 7, pp. 385-386.

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What all trainers know in their gut - that training and development is valuable and worthwhile - can be a hard sell to clients and customers who want real proof that training works. In "Telling Training's Story", training evaluation expert Robert Brinkerhoff offers a simple

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yet compelling way of measuring and proving training's impact for those clients who are focused on bottom-line results: The Success Case Method (SCM).

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