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Telling Training's Story Evaluation Made Simple, Credible, and Effective By Robert O.**

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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)**.

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In "Telling Training's Story", training evaluation expert **Robert Brinkerhoff** offers a simple 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)**. See all Product description 3 customer reviews 4.0 out of 5 stars

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While most training evaluation methods are too elaborate, too complex, too costly, too difficult to explain, or worse, produce data that nobody believes, **Telling Training's Story** offers a simple, compelling way of evaluating training's impact: **The Success Case Method (SCM)**.

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Telling Training's Story

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} Robert O. Brinkerhoff * Preface *1. Making the Case for Training Impact *2.**

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Get this from a library! Telling training's story : evaluation made simple, credible, and effective. [Robert O Brinkerhoff] -- "Karen Phelan is really sorry. She had the best of intentions. She got into consulting because she wanted to help. She tried hard to optimize processes, develop measures, and manage human assets--to ...

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9781576751862: Telling Training's Story: Evaluation Made ...

To get people to tell their stories, do one or more of the following (from Krueger): Let people be comfortable and relax. Food and beverages help. Take your time - There will be many "dead ends". Have several "provocative"

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questions (e.g. best and worst moments). Use cues to stimulate memory, such as timelines, photographs, objects, etc.

Stories | Better Evaluation

In **Telling Trainings Story**, training evaluation expert **Robert Brinkerhoff** offers a simple yet compelling way of measuring and proving trainings impact for those clients who are focused on bottom-line results: **The Success Case Method (SCM)**.

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