

# 《THE REAL VALUE OF TRAINING: MEASURING AN(ISBN=9780071759977)》

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## 内容简介

The financial crisis and ensuing recession permanently changed how business is conducted. Executives and other decision makers, pressured to accomplish higher goals with lower budgets, are demanding greater levels of accountability from their people. And when it comes to investing in business processes, they want quantifiable proof that any new initiative will contribute to solving problems, serving customers, and improving the business.

The Real Value of Training gives you the tools not only to prove that your program will deliver solutions; it goes one step further, so you can explain exactly how much it will deliver. Presented by training ROI expert Ron Stone, The Real Value of Training offers an 11-step process for qualitatively and quantitatively measuring the value of training.

Stone's methodology brings ROI to a new level of scrutiny and credibility by helping you successfully:

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## 作者简介

Ron Stone is a globally recognized authority on analyzing and improving training and performance interventions and measuring results. President of the Center for Performance and ROI, Inc., he is the author of *Aligning Training for Results* and coauthor of *The ROI Field Book*, *How to Measure Training Results*, and *The Human Resources Scorecard*. Stone lives in Birmingham, AL.

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