



# The Measurement Academy™

## Measure for Impact

Have you ever wondered how to credibly show that your investment in learning is making an impact using real business data? Do you make a point of establishing alignment with the business stakeholder team right up front?

Research tells us that 90 percent of learning organizations want to measure impact, but fewer than 16 percent are effectively able to do it. GP Strategies® brings its award-winning business impact measurement process to the Measurement Academy to demystify the process, giving you the tools and confidence to credibly show whether your investments in learning are having the intended business impact. This is a hands-on, skill-building learning experience, designed for those responsible for measurement strategy and execution.

Put a spotlight on the impact and alignment of your learning programs to prove and improve.

GP Strategies' Measurement Academy takes you on an 10-week learning journey, providing you with a repeatable process you can use to measure the impact of your learning programs and demonstrate the value of L&D investments in your organization.

It begins by establishing alignment with overall business goals to define the investment and learning strategy and then identifying the leading and lagging indicators that illustrate a causal chain of evidence between learning investments and business outcomes.

By the end of your journey, you'll be able to:

- Make causal arguments about the business contribution of learning investments.
- Lead a Measurement Mapping session to conduct business alignment discussions with stakeholders (performance consulting conversation).
- Develop a credible, detailed Measurement Map®.
- Develop measurement plans that outline how to assess what is on the map and to control for other variables.
- Address common issues in the design and execution of business impact measurement projects.

### Learn from a recognized innovator and thought leader in the field

GP Strategies' Measurement Academy was developed by GP Strategies' measurement expert, Bonnie Beresford, PhD, creator of the Measurement Map. The three parts of the learning journey provide you with the concepts, examples, skills, and practice you need to create a Measurement Map and a corresponding Measurement Plan that details how to measure the elements captured on the map. Along the way, you'll benefit from the advice and guidance of a measurement coach and have the opportunity to engage in live sessions and workshops.



50% of learning organizations lack alignment between learning and business outcomes.

—Brandon Hall 2020

The Measurement Academy is a high-touch, high-tech blended learning journey comprised of relevant spaced learning, dynamic input, and real-time flexibility, accessible 24/7 on any device. Compelling content is delivered in multiple modalities, including, videos, infographics, industry articles, assessments, case studies, and live sessions with coaches.

Develop the knowledge and skills of this award-winning process to make the connection between your learning investment and strategic business goals.

You will learn the methodology used by GP Strategies that has earned multiple Chief Learning Officer® (CLO) Learning in Practice Business Impact awards and dozens of Brandon Hall awards. Credibly showing impact has enabled our clients to earn recognition from CLO's Learning Elite and Training Industry's Top 125.

The Measurement Academy experience is segmented into three comprehensive parts:

### 1 Measuring for Impact

Features measurement basics, frameworks, and insight into the requirements for making a causal argument setting a firm foundation in measurement that is carried throughout the entire experience.

### 2 Measurement Mapping

Includes an introduction to Measurement Maps, how to build a Measurement Map, and how to critique and refine it.

### 3 Measurement Planning

Includes how to turn your map into a credible Measurement Plan, how to refine the plan, and how to overcome common challenges along the way.





Enjoy a highly personalized and social learning experience:

- Cohort-driven, digitally enabled 10-week experience with a limited number of learners to ensure individualized attention
- Self-paced microlearning and application activities to support engagement and retention of topics
- Live spark sessions with GP Strategies' leading measurement expert
- An expert measurement coach to support and guide learners
- A moderator to support responses to learner questions and curate real-time information based on learner needs
- A community of learners brought together on the learner experience platform to share and learn from each other through online collaboration
- Optional certification in developing Measurement Maps and Measurement Plans

GP Strategies' Measurement Academy will give your team the tools, insights, and confidence to take business impact measurement projects from ideation to reality.

Create your measurement capability

• • • Prove and improve the impact of learning. Enroll in **The Measurement Academy** today at [www.gpstrategies.com/measurement-academy](http://www.gpstrategies.com/measurement-academy).



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