



## 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.

Measure for Impact from the Measurement Academy takes you on a four-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®.

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

The Measurement Academy was developed by GP Strategies expert Bonnie Beresford, PhD, creator of the Measurement Map concept and methodology. This learning experience provides you with the concepts, skills, examples, and practice you need to create your own Measurement Map. Along the way, you'll have the ability to engage in live sessions and benefit from the advice and guidance of measurement coaches.



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

—Brandon Hall, 2020



## Enjoy a highly personalized and social learning experience:

- Cohort-driven, digitally enabled four-week experience with a limited number of learners to ensure individualized attention
- Self-paced microlearning and application activities to support engagement and knowledge retention
- Weekly live sessions with measurement experts from GP Strategies
- An expert measurement coach to support and guide learners
- A moderator to facilitate responses to learner questions and curate real-time information based on learner needs
- An active community of learners who support each other through online collaboration

Measure for Impact will give your team the tools, insights, and confidence to take business impact measurement projects from goal to reality.

Build your measurement capability



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



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