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Telling Training's Story: Evaluation Made Simple, Credible, and Effective By Robert O. Brinkerhoff Published by Berrett-Koehler

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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.

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*9781576751862: Telling Training's Story:
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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

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Effective convince even the harshest skeptic, it's also easy to understand.

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Simple Credible ...

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 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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