

# Proprietary Human Capital Measurement Model for Training Validated

## ARCHIVAL CONTENT

*Research supports KnowledgeAdvisors Human Capital ROI model being practical and valid approach to measuring return on learning investments*

CHICAGO, Ill., July 14 (SEND2PRESS NEWSWIRE) – KnowledgeAdvisors, Inc. reports the results of a study validating their learning measurement technology and models. KnowledgeAdvisors proprietary learning analytics technology, Metrics that Matter(TM) wraps automation and templates around world renowned learning measurement methodologies of Dr. Donald Kirkpatrick, author of the Four Levels of Learning Evaluation, and Dr. Jack Phillips, author of the Phillips ROI Process. In doing so, KnowledgeAdvisors created a practical, scaleable and repeatable approach to valuing human capital performance changes due to training.

To compare the model against more analytic tactics, an executive marketing program of a technology company was measured using three approaches: 1) statistical analysis of results-oriented competency and behavioral data was analyzed using ANOVA and regression, 2) in depth interview process was conducted with managers of participants of the training program, and 3) KnowledgeAdvisors proprietary evaluations were used immediately after training as well as 2 months later.

The three approaches were compared and determined to be consistent with minor variances in the quantitative differences between the models. The improvement percentage due to training derived from each model was 11.43% for the statistical analysis, 13.70% for the interviews, and 11.5% for the KnowledgeAdvisors evaluation instruments. The benefit to cost ratio was also similar amongst the methods being 3.69, 4.02, and 3.74 respectively.

The analysis between the models was performed by KnowledgeAdvisors experts in data analysis but then validated by a third party expert, Dr. Shreya Sarkar-Barney, who holds advanced degrees in statistics and organizational psychology and is an expert on the analysis of learning measurement data. “KnowledgeAdvisors Human Capital model and their Metrics that Matter(TM) technology provide a person in a learning role within the business world a practical and reasonable method of determining the value of training. Academics or scientific experiments obviously require more precision in data analysis, but in business where reasonable assumptions are needed to make decisions, this is a reasonable approach based on the results of this research.”

Kent Barnett, CEO of KnowledgeAdvisors stated, “This is not only a validation of our technology and automated scorecards within it, but also answers the question that learning measurement can indeed be both valid and credible while at the same time be done in a way that does not use significant people,

time or money.”

For a copy of the white paper please contact KnowledgeAdvisors.

#### About KnowledgeAdvisors

KnowledgeAdvisors ([www.knowledgeadvisors.com](http://www.knowledgeadvisors.com)) is a corporate learning business intelligence firm that helps organizations gain the knowledge necessary to improve performance better educate workforces and reduce costs across the enterprise. Its proprietary measurement systems and benchmarking expertise help companies more successfully implement e-learning strategies and better manage corporate learning investments.

Metrics that Matter is a trademark of Knowledge Advisors.

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