

# Learning Measurement Seminar Hosted by KnowledgeAdvisors and Bersin and Associates

*Complimentary Event Highlights High-Impact Measurement Framework, a Business-Based Approach to Learning Metrics.*

CHICAGO, Ill., July 20 (SEND2PRESS NEWSWIRE) – KnowledgeAdvisors, the largest provider of talent measurement solutions, and Bersin & Associates, the only research and advisory firm focusing on enterprise learning and talent management, will host a complimentary breakfast briefing, Innovation in Learning Measurement: High-Impact Measurement Framework, on Tuesday, August 10, 2010, from 8:30 a.m. to 11:30 a.m., at the Hamilton Crowne Plaza Hotel in Washington, D.C.

Bob Danna, Chief Customer Officer for Bersin & Associates, will provide an overview of Bersin & Associates' High-Impact Measurement Framework, a business-based approach to learning metrics. The foundation for Josh Bersin's The Training Measurement Book, the framework has been adopted by hundreds of companies seeking a practical, scalable approach to validating investments, measuring the efficiency and effectiveness of learning initiatives, and communicating value to business leaders.

Attendees will get specific examples of how to measure key operational indicators (adoption, utility, efficiency, alignment, and objective attainment), as well as evaluative measurements for individual and organizational performance. Danna will also include case study examples of organizations that have successfully used the framework to tackle measurement challenges.

Following the overview discussion, Jeffrey Berk, Chief Operating Officer of KnowledgeAdvisors, will demonstrate Metrics that Matter®, a comprehensive toolset that facilitates the implementation of the framework, supports consistent enterprise-wide adoption, and automates reporting and analysis. Using Metrics that Matter® to power the High-Impact Measurement Framework allows learning practitioners to deploy the framework in a credible yet practical and repeatable manner.

Metrics that Matter® is an on-demand, SaaS (Software as a Service) Human Capital Analytics system that allows you to cost-effectively measure and increase the impact of your human capital processes from recruiting to leadership development. It is recognized as a global standard for human analytics solutions by corporate, public sector, and commercial human capital organizations.

“While most executives recognize the importance of measuring corporate learning, fewer than 20% of all organizations have end-to-end measurement programs in place,” said Danna. “Practitioners are typically frustrated by a

lack of efficient and easy-to-use methodologies and measurement tools and minimal – if any – executive support. The High-Impact Measurement Framework offers a practical approach to meaningful measurements relevant to the business. Metrics that Matter® will help organizations put the framework into action.”

“KnowledgeAdvisors has prided itself on wrapping industry-accepted and world-class measurement methodologies into the Metrics that Matter technology. The High Impact Measurement Framework has been a great addition to our toolset,” said Kent Barnett, CEO of KnowledgeAdvisors.

To register, please access [knowledgeadvisors.com/events/breakfast-briefing-bersin-associateska/](https://knowledgeadvisors.com/events/breakfast-briefing-bersin-associateska/). For more information on the seminar, the High-Impact Measurement Framework, or Metrics that Matter®, call 614-392-0030.

**About KnowledgeAdvisors:**

KnowledgeAdvisors is the world’s largest provider of learning and talent measurement solutions. Leading organizations access its measurement expertise and on-demand software to ensure a high-performing workforce. As the thought leader in Human Capital Analytics, KnowledgeAdvisors provides the most comprehensive analytics solutions on the market. By combining measurement expertise, on-demand evaluation software, and integrated analytics solutions with benchmarking, organizations gain the necessary insights on how to best develop their workforce. Information: [www.knowledgeadvisors.com](http://www.knowledgeadvisors.com).

**About Bersin & Associates:**

Bersin & Associates is the only research and advisory firm focused solely on research in enterprise learning, talent management, and talent acquisition. The company’s WhatWorks® research and research-based services are designed to deliver actionable and practical guidance and to improve operational effectiveness and business impact. Bersin & Associates research members gain access to a comprehensive library of best practices, case studies, benchmarks, and in-depth market analyses designed to assist professionals in making fast and confident decisions. Member benefits include strategic advisory services, briefings, forums, analyst interaction, and workshops. [www.bersin.com](http://www.bersin.com).

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