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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.

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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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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

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

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Evaluation Made Simple, Credible, and Effective", Industrial and Commercial Training , Vol. 38 No. 7, pp. 385-386.

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While most training evaluation methods are too elaborate, too complex, too costly, too difficult to

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While most training evaluation methods are too elaborate, too complex, too costly, too difficult to

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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

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