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Telling Training's Story Evaluation Made Simple, Credible, and Effective By Robert O. Brinkerhoff What all trainers know in their gut—that training and development is valuable and worthwhile—is something that needs to be proven over and over to clients focused on bottom-line results. Hundreds of books and articles have been published about

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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 Success Case Method (SCM).

Telling training's story : evaluation made simple ...

Description 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).

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