

Now it's time to assess the overall impact of your learning, and measure its efficacy and engagement against effort to quantify your ROI. Use this outcome to identify what you could do differently in your development process to maximize learning impact.

Learning Evaluator

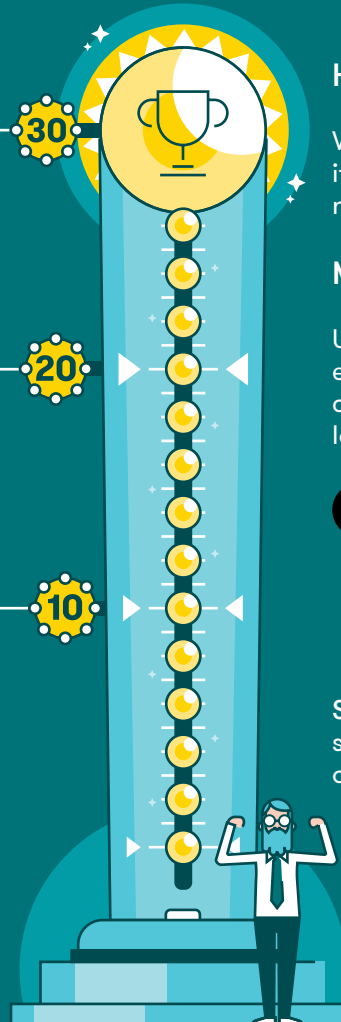


Add up the scores from each section and see how your learning scores out of 30.

21 - 30 Great job! This is an excellent learning, made in a cost-effective way. Look back at your scores to see if you scored poorly in any one key area. That's likely your focus for next time.

11 - 20 This is a solid foundation, but there's potential to make it work harder. Analyze your scores to pinpoint if your internal processes letting you down, or if it's the content itself.

0 - 10 There's room for improvement in how effectively your learning is working for you. Review your scores to identify key areas to focus on in future courses.

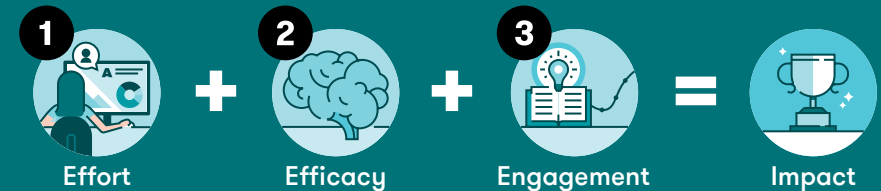


How impactful is your learning?

Without waiting until your learning is live, and doing extensive surveying, it can be really hard to know if your learning will have the impact it needs, for the cost you put in.

Meet the Learning Evaluator.

Use this simple tool to measure the effort against how effective and engaging your learning is. Benchmark your impact score against other courses in your organisation to identify trends, spot weaknesses, and look for opportunities.



Steps 1 - 3 assess your learning for its effort, efficacy, and engagement scores against the criteria. Tally your scores up and see how you rank on impact, and how to improve your long-term learning outcomes.



Scan the QR code to get a copy of your learning blueprint to make these factors a key part of your next course right from the outset.

We help L&D teams turn complex ideas into clear, compelling stories, brought to life through engaging visuals, intelligent interactivity, and beautiful design.

Test the strength of your L&D!

Step 1: Effort

Do you create all your content in house?
Do you work with a vendor to develop custom content?
However you do it, it takes time and effort.

Using two key metrics - time and stakeholders - you can identify where your greatest costs **or** efficiencies lie.

Number of stakeholders

1 - 5

6 - 10

11 - 15

16 - 20

21+

Development time in months

1 - 3

4 - 6

7 - 9

10 - 12

12+

+8

+7

+6

+5

+4

+7

+6

+5

+4

+3

+6

+5

+4

+3

+2

+5

+4

+3

+2

+1

+4

+3

+2

+1

0

+2 points if your learning was made in-house, to account for costs incurred when using a vendor.

Learning cost score

Step 2: Efficacy

Evaluate how effectively your content motivates learners and holds attention by looking at the extent to which learners are drawn in through meaningful relevance, and sustained through long-term interaction.

Relevance: The amygdala boosts or blocks the brain's event recorder - the hippocampus - by determining if the content is relevant or not.

Retention: As things are revisited and practiced, the hippocampus promotes content to long-term storage.

Relevance

Retention

Addresses significance multiple times, including at the beginning

2+ forms of follow-up

+5

Addresses significance at the beginning

2 forms of follow-up

+3

Addresses significance at some point

1 form of follow-up

+1

Significance is not addressed

No follow-up

0

Learning cost score

Step 3: Engagement

Assess how well your learning is designed to support understanding, memory, and application. This step looks at whether your content is emotionally engaging and challenging enough to draw your learner in.

Emotions: Emotions engage more of the brain than fact-based content and increase the amygdala's likelihood of boosting the encoding process.

Stakes: When outcomes are positive, the brain releases dopamine and low-stakes challenges release cortisol, both of which reinforce memory.

Emotions

Stakes

75% of learning time is story-based

2+ low-stakes* knowledge-based decisions

+5

50% of learning time is story-based

2 knowledge-based decisions

+3

25% of learning time is story-based

1 knowledge-based decision

+1

<25% of learning time is story-based

No decision-based activities

0

Learning cost score

*Time pressure, start over, lose points etc.