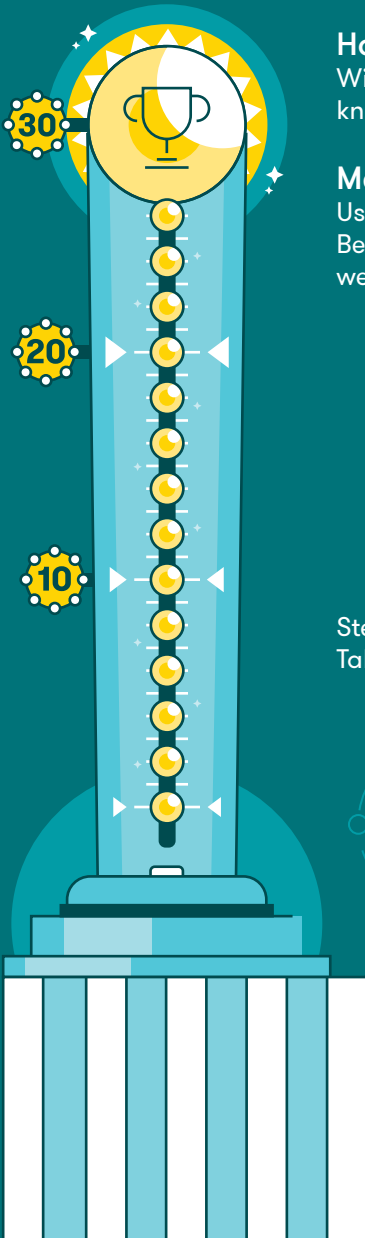


Learning Evaluator

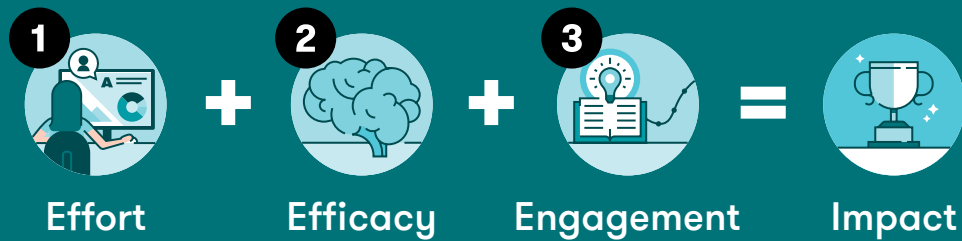


How impactful is your learning?

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 to 3 assess your learning for its effort, efficacy, and engagement scores against the criteria. Tally your scores to rank your impact and identify ways to improve long-term learning outcomes.



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.

Development time in months

Number of stakeholders	Development time in months				
	1 - 3	4 - 6	7 - 9	10 - 12	12+
1 - 5	+8	+7	+6	+5	+4
6 - 10	+7	+6	+5	+4	+3
11 - 15	+6	+5	+4	+3	+2
16 - 20	+5	+4	+3	+2	+1
21+	+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



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



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



Impact

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.

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

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.

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.

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.

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

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