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What to consider when creating a training evaluation form

There are some dos and don'ts when it comes to creating a training evaluation form. Factors to consider include the following:

Make the form easy to use and understand

It might seem obvious, but the form should be short and straight to the point. When doing training, employees are taking time out of their day-to-day tasks. This might result in an increased workload. The form should not be felt to be burdensome. Rather it should be a short questionnaire showing that the employee's feedback is valued. Keep the language simple, free of acronyms and straight to the point. The learning and development team (L&D) should look at collecting feedback that allows participants to be open and provide details if they wish to. Additionally, the content of the form's answers should be easy for the L&D team to analyse.

Gauge the overall satisfaction of the audience

While the form aims at assessing each of the components of the training course, it is just as important to assess the overall output. In other words, the feelings of satisfaction or dissatisfaction that the participants might have about the training as a whole.

Evaluate the performance of the trainer

Not all training sessions or courses have a direct trainer. For those that do, the performance of the trainer and their ability to engage with participants form a big part of the overall impact of the training. The trainer should be evaluated in different areas, including:

- Their preparation
- Their knowledge and expertise
- Their ability to engage the audience
- Their communication style
- Their willingness to take on feedback

Understand if the right tools and solutions were used

Even a top-class training can fail if the tools or channels used for it are not well matched to the participants. Choosing the right learning management platform is essential to make sure that the training is accessible and easy to use, and that accessing it does not present technical issues or incompatibilities.

Assess the impact of the time spent on training

The length of the training should be kept in mind when developing the training materials. Each hour spent on training is time not spent delivering on the job. There is a fine balance between keeping it short and covering all the content required. Time should be factored into planning, and it will benefit both the participants and the company to find the best ratio between time spent on training and the value delivered to the audience.

Kirkpatrick's Four-Level Training Evaluation Model with template

Kirkpatrick's Four-level Training Evaluation Model is a model whereby training programmes are assessed on four levels: reaction, learning, impact and results. Let's dive in.

Level 1: Reaction

When the audience has completed the course, their emotions should be assessed. You might want to ask them how satisfied they are with the content of the training and their learning experience.

Level 2: Learning

To make content relevant, understanding the level of knowledge acquired during the training is essential. Testing the audience at the end of the training with some quiz questions will provide insight on the effectiveness of the session.

Level 3: Behaviour

Some training courses are meant to lead to behavioural change. In this case, 360-degree feedback may be of value. It should aim at assessing the effectiveness of the training by comparing the employee's behaviour before and after the course.

Level 4: Results

The reason that L&D teams create training programmes is to enhance teams' results, and thus business performance. As such, evaluating the impact the training has had on



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the business with some key metrics such as customer satisfaction, productivity and quality of services will assert the value of the training.

Regardless of the model or method used to evaluate your training, assessing it is critical to ensure that it is relevant and impactful, and that it brings value to the audience and ultimately to the business. Conducting evaluations helps employees develop in a specific area through participating in targeted, high-quality training.

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