





Reduced  
Costs



Reduced  
Waste

Increased  
Productivity



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*“Being able to have everything in one place, where you can develop reports and measure on levels one to level four in a straightforward fashion, was a huge advantage for us.”*

—Qualcomm

 Knowledge  
Advisors  
*Metrics that Matter®*

# Learning Analytics

*Improving the effectiveness and impact of learning*

KnowledgeAdvisors is the world's leading learning analytics company. Metrics that Matter®, our learning analytics system, helps organizations measure and improve their talent development programs, driving improved productivity, reduced administrative costs, and increased return on your learning investments. It is the only learning analytics system in the world that automates learning levels 1-5.

KnowledgeAdvisors learning analytics consultants help organizations better allocate human capital investments through practical learning measurement guidance and strategies that allow for faster, more accurate, data-driven decision-making.

We also offer proven technology and consulting solutions to measure and improve your most strategic, visible, and costly learning and talent programs, including sales, leadership, onboarding, and corporate universities.

## Business Case for Learning Analytics

### *ROI and Metrics that Matter®*

Every year, thousands of organizations around the world literally spend billions of dollars on training and development, yet they still don't have any idea how effective their investments are because they don't measure impact.

According to TrainingIndustry.com, businesses globally spent \$287 billion on employee learning and development in 2011, yet according to IDC, half of every dollar invested in training is wasted.

KnowledgeAdvisors' learning analytics system, Metrics that Matter®, can help you optimize the performance of your organization's learning investments, using technology and data-driven decision-making to help maximize your learning investment and eliminate wasted learning.

As a result, organizations of 1,000 employees or more using Metrics that Matter® typically see a return on investment of between \$2 and \$29 for every dollar it invests in the measurement solution.

The return is even greater for larger organizations. We estimate the typical ROI for organizations of 10,000 employees or more using Metrics that Matter® to be between 1.5 and 68 for every dollar invested.

*Using Metrics that Matter® can help you improve productivity, reduce administrative costs and make better use of your training resources.*



*“KnowledgeAdvisors’ evaluation system provides us with the tools we need to measure course, instructor, and content quality which is vital to ensuring great customer satisfaction.”*

—New Horizons

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# Improving Performance

## *Improving the performance of training and development programs*

KnowledgeAdvisors works with the largest and most recognizable companies in the world to improve the performance of their training and development programs. Our clients turn to KnowledgeAdvisors for our:

**Focus on Results:** Whether you're using Metrics that Matter® to optimize your training and development programs or working with our consultants on developing a learning measurement strategy, KnowledgeAdvisors is focused on measurably improving your learning results.

**Tailored Approach:** We offer a wide variety of customizable technology modules, consulting services, and performance solutions that align with the unique needs and priorities of your organization.

**Ease of Implementation and Integration:** Our Metrics that Matter® is cloud-based, enabling easy implementation and integration with existing enterprise software systems (including LMS, HRIS, Integrated Talent Management Suites, CRM, ERP and more). This saves you time, money, and resources.

**Solutions Rooted in Science:** We developed our learning analytics solutions on the formative thought, scientific rigor, and credible methodologies of leaders in learning and development from Kirkpatrick and Phillips, Bersin, and Brinkerhoff. Many of these thought leaders are on our Board of Advisors, and have validated the tools and approaches we use with clients.

**Unparalleled Expertise:** We reduce risks for our clients, guiding them through the learning measurement process with a proven roadmap shaped from decades of industry expertise. No other company can provide a team of such uniquely trained and experienced learning measurement experts.

**Powerful, Flexible Reporting:** Metrics that Matter® combines data from multiple enterprise systems with information collected through evaluations and assessments to accurately depict a complete picture of learning, talent, and business performance. Analysis is rendered through automated dashboards, scorecards, and detailed reports that can be customized for every role in your organization.

**Crucial Benchmark Data:** KnowledgeAdvisors maintains a benchmark database with over 750 million external data points and 100 standard reports specific to learning programs. Our proprietary benchmark data can be sliced by industry, course type, job function, and more—providing you with the opportunity to compare learning effectiveness against external averages.

**Award-Winning Approach:** 5 recent CLOs of the Year, 5 of the Top 10 Training 125 organizations, 4 of the Top 5 Best Places to Work and members of the Training Hall of Fame and the Learning Elite all work with KnowledgeAdvisors. Many of our clients credit their accolades to Metrics that Matter® for helping their training organizations achieve valuable recognition.

**Levels 1-5 Automation:** Many of the world's leading training organizations look to the Level 1-5 learning measurement model as the basis for measuring their training and development programs. Metrics that Matter® is the only system in the world that fully automates every step of the process.

## 5 Key Metrics that Matter®

1. Five Training Hall of Fame organizations use Metrics that Matter®.
2. Five Recent CLOs of the Year of the year are KnowledgeAdvisors clients.
3. Five of the Top 10 2010 Training 125 winners use Metrics that Matter®.
4. Five of the Big Five accounting firms use Metrics that Matter®.
5. Four of the 5 Best Places to Work use Metrics that Matter®.



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*“We have Metrics that Matter® embedded in various parts of our corporation and it is a core way of how we analyze the effectiveness of our learning.”*

—Microsoft Learning

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# Metrics that Matter®

*World-class evaluation meets world-class analytics*

Metrics that Matter® is the market-leading learning analytics system (LAS), combining a world-class evaluation system with powerful analytic tools to help organizations measure and improve their talent development programs.

Unlike a learning management system (LMS), which is typically more focused on content and transaction processing, the Metrics that Matter® LAS combines data from multiple enterprise systems (including your LMS) with information collected through evaluations and assessments to tell a clear, accurate, and complete story of learning and business performance.

The primary focus of Metrics that Matter® is to provide world-class reporting and valuable comparative benchmarks to empower data-driven decision-making and improve the return on learning investments.

Deeply rooted in scientific research in the learning and performance field, Metrics that Matter® is currently the only learning analytics system to fully automate level 1-5 learning organizations.

As the world's leading LAS, Metrics that Matter® also:

- Has a comprehensive set of effectiveness benchmarks
- Has world-class executive reporting available at the click of a button
- Automatically collects and reports on all the data to run L&D as a business

Metrics that Matter® can help your organization:

- Automatically combine informal & formal learning data
- Automatically link learning to business results
- Manage the effectiveness of your L&D supply chain
- Automatically predict the impact of every L&D program
- Develop predictive models designed specifically for L&D

In addition to our core Professional Learning Evaluation System, Metrics that Matter® customers can purchase customizable modules that help meet their specific organizational needs, including:

**Executive Reporting:** The Executive Reporting module provides the technology, tools, and reports to fully engage business executives with the L&D story by providing three powerful reporting elements: efficiency, effectiveness, and outcome metrics.

**Dashboards:** The Dashboard module provides concise and articulate visualizations that pinpoint crucial areas for improvement and immediate opportunities for change.

**360 and Multi-Rater Surveys:** The 360 and Multi-Rater Surveys module quantifies individual and organizational talent gaps, including standard measurement templates for general management and leadership capabilities, as well as custom instruments to suit your organization's needs.

**Testing:** The Testing module provides a robust reporting interface for individual and aggregate testing results, allowing you to easily and effectively measure knowledge gain and quantify knowledge transfer within your organization.

**Check-in to Change:** Check-in to Change automates on the job reinforcement for strategic programs, providing real-time quantification of behavior change and results linkage and proactively encouraging manager and employee collaboration.

**Social and Informal Learning:** The Social and Informal Learning module helps you apply data-driven decision-making to both your curricula, allowing you to optimize your learning mix for optimum performance.

**Project Assessments:** The Project Assessments module allows you to automate executive summary reports on overall project performance, create individual performance summaries for project team members, and compare reports to benchmark one project against another.

**Conference Module:** The Conference module allows you to measure and improve strategic events and tracks for programs like sales and leadership, improving the quality, impact and value of your organization's conferences.



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*“Everything is in place with Metrics that Matter®. We get great guidance—there are many times when we’ve called KnowledgeAdvisors and they’ve really helped us through things.”*

—Sodexo

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# Consulting Experts

*Experts in learning analytics*

KnowledgeAdvisors learning measurement experts help organizations better allocate their human capital investments through practical learning measurement strategies that allow for faster, more accurate, data-driven decision-making.

We reduce risk for our clients with a proven roadmap that maximizes the value of learning measurement programs, while utilizing your organization's time and resources in the most efficient manner possible.

KnowledgeAdvisors consultants help our clients answer key questions like "Where do we start?" "What should we measure?" and "How do we know it's working?" We provide step-by-step guidance to assure learning measurement success.

Whether you're already a user of Metrics that Matter®, our learning analytics software, or just beginning to use learning measurement to improve performance, KnowledgeAdvisors offers consulting solutions to suit your organization's needs.

**Measurement Strategy:** From readiness assessments to comprehensive learning measurement strategies, we offer several approaches to strategy development tailored to your current level of measurement maturity.

**Executive Reporting:** Our Executive Reporting solutions provide relevant and credible data that enables decision-making. We help you tell the L&D story in the language of the business by demonstrating the effectiveness, efficiency, and impact of learning programs on performance results.

**Impact Studies:** Impact Studies help you create a comprehensive view of the effectiveness and impact of training from levels 1-5, allowing you to determine which components of the program are effective or most predictive of successful business outcomes.

**Data Analysis:** You've started the learning measurement process and are collecting learning data with Metrics that Matter®. Now what are you going to do with it? Our learning metrics experts can help you analyze and provide insights on your data, so that you can focus on reporting to stakeholders and take action.

**Educational Services:** Leverage our subject matter expertise and in-depth knowledge of learning measurement by taking advantage of our educational opportunities and service offerings including workshops, coaching, and evaluator capability analysis.

**Assessment Services:** Our L&D experts can help you assess performance or competency, assist with succession planning by identifying high performers, and help with action planning to improve performance.

**Dashboard Design:** Our learning measurement experts can help you determine how to leverage your organization's learning data to present the *right* metrics for the *right* audience at the right time through high-impact, engaging dashboard design.

**Award Services:** Let KnowledgeAdvisors help you save time and resources in the training award application process by collaborating with experts who know how to select the most appropriate stories to demonstrate your organization's strengths, as well as helping you write stories to highlight your successes and position your capabilities.

**Test Design:** KnowledgeAdvisors learning measurement experts can help you develop reliable tests rooted in scientific rigor and aligned with your learning model. Our test design services and survey validation help you assess knowledge transfer and measure the knowledge gained through learning programs.



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*“The great thing about a partnership with KnowledgeAdvisors is that it’s going to help you know your numbers and help your people understand and use the numbers.”*

—W.W. Grainger

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# Case Studies

## Optimizing your learning investment



Cognizant

### Cognizant Academy

**Challenge:** Cognizant Academy had a need to implement measurement to gain insight about training effectiveness on the over 100,000 employees they train every year.

They needed a tool to help:

- Understand the effectiveness of the learning delivery process as experienced by the learners
- Manage the training portfolio in alignment with the business objectives (both strategic and operational)
- Manage the learning effectiveness of key programs
- Assess the impact of L&D in specific jobs as well as at broader business levels
- Devise a future training plan and strategy

**Solution:** KnowledgeAdvisors implemented Metrics that Matter® to collect and report data that could be leveraged by several internal teams to improve training effectiveness.

The company examined performance data related to environment, instructor, courseware, business alignment and perceived job impact.

**Results:** “Thanks to implementing MTM, we were able to bake in learning delivery quality goals into the 2011 KRA’s of Cognizant Academy managers and executives. This was instrumental in aiding focused improvement in all aspects of our learning delivery across the globe,” says Balakrishnan Shanmugham, Vice President of Learning & Development at Cognizant.

“In a 12 month period, our business alignment, courseware, environment, instructor and job impact scores all increase 5+%, while the number of responses received monthly increased 30 % in the same period,” says Shanmugham.



### Procter & Gamble

**Challenge:** Procter & Gamble’s North American Sales Training Capability organization recognized the need to move from learning measurement and evaluation focused on likability of the training to actual business impact.

“Our initial measurement challenge was being in the sales organization and not in human resources. We wanted to be able to provide and communicate our training value to senior leaders, so we knew we had to change everything about how we worked, from our measurement and evaluation, assessments, and how we deployed them during training,” says Beth White Marshall.

**Solution:** Working with KnowledgeAdvisors consultants, Procter & Gamble created a new learning measurement strategy and implemented Metrics that Matter® to increase the company’s learning analytics capabilities.

They also created an innovative executive reporting dashboard, which allowed learning and development leaders to visualize vital learning data from anywhere in the world, including on an iPad using MTMDashboard.

**Results:** “Thanks to KnowledgeAdvisors and Metrics that Matter®, for the first time in P&G’s history, a training team was able to report ROI hard measures, which resulted in additional funding for 2-3 full- time managers at a time when P&G was cutting back on staff,” says Marshall.

“We’re now in the Learning Elite, we’ve received additional funding and we continue to get better because we created the measures and evaluation strategy with KnowledgeAdvisors,” says Marshall.

View more video case studies on our website at  
[www.knowledgeadvisors.com](http://www.knowledgeadvisors.com)

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## **About KnowledgeAdvisors**

KnowledgeAdvisors is the world's largest provider of learning and talent measurement solutions. Our industry-leading learning analytics software solution Metrics that Matter® helps businesses significantly improve the business impact of learning. KnowledgeAdvisors learning measurement experts help organizations better allocate their human capital investments through practical learning measurement advice that allows for faster, more accurate, data-driven decision-making.

**Contact us today** to learn more.

