



*Training Course:  
Measuring & Maximising Training ROI*

*10 - 14 August 2026  
Casablanca (Morocco)*

## Training Course: Measuring & Maximising Training ROI

Training Course code: HR3019 From: 10 - 14 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

### Introduction

This training program, designed by Global Horizon Training Center, addresses one of the most critical challenges facing modern organizations: ensuring that investments in training deliver measurable value and contribute directly to business performance.

While training is widely recognized as a strategic enabler of organizational success, many organizations struggle to quantify its impact or justify the associated costs. This program provides a structured and practical approach to linking training initiatives with organizational strategy, enabling participants to evaluate effectiveness, measure outcomes, and maximize return on investment ROI.

Aligned with global best practices and evaluation frameworks such as those promoted by the Association for Talent Development, the course equips participants with the tools and methodologies required to design impactful training programs, build strong business cases, and continuously monitor and improve training performance.

### Objectives

By the end of this program, participants will be able to:

- Understand the principles of measuring and maximizing training ROI at both strategic and operational levels
- Align training initiatives with organizational goals and strategic priorities
- Develop and justify business cases for training investments
- Identify and assess training needs at strategic, operational, and individual levels
- Apply best practices in planning, organizing, and delivering effective training programs
- Monitor and evaluate training effectiveness using structured methodologies
- Calculate and interpret ROI for training initiatives
- Improve employee development outcomes and contribute to organizational competitiveness

### Target Audience

- Training and Development Managers
- HR Professionals and HR Business Partners
- Learning and Development Specialists
- Organizational Development Professionals
- Line Managers responsible for training budgets and performance improvement
- Professionals involved in workforce development and performance management

## Outlines

### Day 1: The Strategic Role of Training

- Overview of training as a strategic function
- Linking training to organizational strategy
- Building the business case for training investment
- Principles of effective employee development
- Training models and approaches
- Identifying and analyzing training needs
- Introduction to training evaluation and ROI concepts
- Roles of senior management, HR, and line managers in maximizing ROI

### Day 2: Aligning Training with Business Objectives

- Understanding the organizational and business context
- Strategic workforce planning and skills gap analysis
- Identifying and prioritizing training needs
- Aligning training initiatives with business objectives
- Planning and delivering effective training programs
- Techniques for maximizing training ROI

### Day 3: Measuring Training ROI

- The importance and challenges of measuring training impact
- Building a strong business case for measurement
- Defining success criteria and performance indicators
- Measuring training effectiveness at different levels
- Forecasting training costs and expected benefits
- Calculating return on investment ROI for training programs

### Day 4: Managing the Training Process

- Selecting appropriate training approaches and methodologies
- Defining roles and responsibilities across stakeholders
- Establishing training objectives at strategic, operational, and individual levels
- Budgeting and resource allocation for training
- Planning and implementing training programs
- Choosing between internal and external training providers
- Designing evaluation mechanisms

### Day 5: Evaluating Training Effectiveness

- Evaluation models and methodologies
- Purpose and importance of evaluation
- Common misconceptions about training evaluation
- Levels of evaluation and their application
- Linking evaluation outcomes to ROI measurement
- Continuous improvement of training processes
- Course summary and personal development planning

## Registration form on the Training Course: Measuring & Maximising Training ROI

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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