



## Training Value, Impact, Perception Survey

How is the training department viewed in your organization? Use this job aid to find out.

This survey asks respondents to rate statements about the training department on a scale of 1 to 5. Total the participants' responses and compare them to the ratings at the end of the job aid.

The information gained by this survey can be used to benchmark training's position within the organization. The results can also help training departments target continuous improvement strategies and corporate objectives.

The sample questions below are designed to give training departments quantified information about how training is valued in their organization. This sample survey is looking for information about how training impacts users, especially with regard to achieving departmental and corporate goals. Use this information to benchmark training's position within the organization. You can also use the results to help training functions target continuous improvement strategies and tactics to increase the effectiveness in supporting long- and short-term corporate objectives.

You can develop specific questions based on those shown here to learn the value, impact, and overall perception of training in your organization.

Ask respondents to rate statements on a scale of 1 to 5. 5 = strongly agree; 4 = agree to a some extent; 3 = neither agree nor disagree; 2 = disagree to some extent; 1 = strongly disagree.

**1. Our training function supports the development of critical competencies in my workforce.**

1                      2                      3                      4                      5

Please explain:

**2. The training function supports a culture of continuous learning.**

1                      2                      3                      4                      5

Please explain:

**3. Our training function takes appropriate responsibility for the success of our workforce in ensuring that our external customers are satisfied.**

1                      2                      3                      4                      5

Please explain:

**4. The training department understands and responds effectively to business-wide goals and initiatives.**

1                      2                      3                      4                      5

Please explain:

**5.** Our training function plays an important role in achieving organizational goals—that is, building shareholder value, customer loyalty, and revenue.

1                      2                      3                      4                      5

Please explain:

**6.** The training function is critical to my success in my job.

1                      2                      3                      4                      5

Please explain:

**7.** The business impact of existing training is a good investment of the time and resources required.

1                      2                      3                      4                      5

Please explain:

**8.** The current training and development programs are key to attracting and hiring top talent.

1                      2                      3                      4                      5

Please explain:

**9.** The current training and development are key to reducing turnover.

1                      2                      3                      4                      5

Please explain:

**10.** Our training function is appropriately responsive to changing performance needs.

1                      2                      3                      4                      5

Please explain:

**11.** I am able to measure the impact of training against specific business metrics—for example, employee retention, sales, customer satisfaction and loyalty, time to market, share value, market share, and incentive compensation.

1                      2                      3                      4                      5

Please explain:

**12.** I seek out training for assistance in performance, gap, and needs analysis that will help us achieve our business objectives.

1                      2                      3                      4                      5

Please explain:

**13.** Our training department is excellent in:

*A. Analysis*

1                      2                      3                      4                      5

Please explain:

*B. Planning*

1                      2                      3                      4                      5

Please explain:

*C. Responsiveness*

1                      2                      3                      4                      5

Please explain:

*D. Keeping commitments*

1                      2                      3                      4                      5

Please explain:

*E. Communication with stakeholders and customers*

1                      2                      3                      4                      5

Please explain:

*F. Serving as a leadership pipeline*

1                      2                      3                      4                      5

Please explain:

When completed, total the participant's score and compare it to the ratings below.

**80-100:** Your training function is doing a good job with its customers and stakeholders.

**60-79:** Your training organization can benefit from building stronger links to customer and stakeholder goals.

**Less than 59:** Your training organization needs to establish stronger ties to customers and their goals.