

Evaluation Strategy Planner Worksheet

Name of the Virtual Training Program:

What's the big goal for this program? What specifically do you hope to accomplish? What do the stakeholders want to accomplish?

What do participants need to do as a result of this training program?

- Be more knowledgeable about the topic**
- Behave differently**
- Take action on something**
- Other:**

How will the organization or business unit change or improve as a result?

What are the program's measurable learning objectives?

Rate the following factors on a scale of 1-5 (The higher the total, the more important it will be to have an evaluation strategy,)

	Low				High
How strategically important is the program?	1	2	3	4	5
How costly is the program?	1	2	3	4	5
How many participants will ultimately attend the program?	1	2	3	4	5

Totals of each column

What type of evaluation does the business executive stakeholder expect or want?

Given all of the above, what level of evaluation will you strive for?

Level 1 **Level 2** **Level 3** **Level 4**

What data collection measures could you capture for each level selected above?

Level	Description	Data to Collect
1	Reaction	
2	Learning	
3	Behavior	
4	Results	

What else should you note about the evaluation strategy for this program?