

# MEASURING VIRTUAL TRAINING

## STRATEGIES FOR SUCCESS

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### Three Keys for Virtual Training Success

#### INTERACTIVE DESIGN

Set the stage for interaction and creatively use the platform tools. Engage every 4 minutes.

#### ENGAGING FACILITATORS

Consider what skills are needed for virtual delivery, and help them learn the virtual platform.

#### PREPARED PARTICIPANTS

Help them create an appropriate learning environment & know what to expect.

#### WHAT IS VIRTUAL TRAINING?

A highly-interactive, online, synchronous facilitator-led class, with defined learning objectives, with participants who are connected individually from geographically dispersed locations, using a web-based classroom platform.

### Measurement Must-Do's

- 1 Define the business problem that needs to be solved.** What's the reason behind this virtual training program? Begin with the end in mind.
- 2 Determine measurable outcomes.** What specific results will your stakeholders want to see? How can you measure these items?  
**Design an interactive, relevant online program.** Thoughtfully and intentionally create an engaging program that gets participants involved in their own learning. Incorporate real-world scenarios for hands-on practice.
- 3 Set participants up for success.** Help them create and set up appropriate learning environments so they can learn from their desk.
- 4 Ensure everyone knows expected outcomes.** Facilitators should make frequent reference to the learning objectives, and the WII-FM for learners.
- 5 Use the platform tools creatively.** Make use of the virtual classroom tools. to give participants hands-on practice and to check for knowledge transfer.
- 7 Ask questions about the platform, the presenter & the program.** At the end of each class, gather feedback on the tools, the trainer & the topics.
- 8 Check for application, not just knowledge or recall.** When checking for knowledge transfer, use real-life situations where learners will use the content.
- 9 Focus on observable, measurable behaviors.** When checking for on-the-job learning transfer, look for behaviors (instead of asking for someone's opinion).

#### COMMON EVALUATION METHODS:

- Kirkpatrick's Four Levels of Evaluation
- Brinkerhoff's Success Case Method
- Thalheimer's Learning-Transfer Evaluation Model (LTEM)
- Phillip's Return on Investment (ROI) Model
- Kirkpatrick's Return on Expectations (ROE) Model

## Practical Tips for Interactive Design

Effective virtual classes engage participants, create a comfortable space for learning, emphasize collaboration, and provide opportunities to apply new skills. This experience is a result of an interactive design, and the intentional creation of a high-quality learning experience:

- Set expectations with participants in advance: let them know it will be interactive
- Have an opening activity on-screen to immediately engage participants
- Create a social experience with collaboration and dialogue
- Invite engagement at least every 4 minutes
- Get creative with the platform tools

### TO DETERMINE IF MEASUREMENT IS NEEDED, CONSIDER:

- Strategic importance of the program
- Cost of the program
- Number of overall participants who will attend
- Stakeholder expectations

## Practical Tips for Writing Knowledge-Check Evaluation Questions

Most Level 2 evaluations use multiple-choice questions to test for knowledge. The best multiple-choice questions are intentionally written to match up with the program objectives. Use these guidelines from expert Ken Phillips:

- Test for application, not just knowledge or recall
- Ensure that all response options are plausible
- Avoid use of "all of the above" and "none of the above"
- Write questions in the same way the material was taught
- Keep response options equivalent in length and writing style
- Spread correct answers among four choices (A-D)

## Notes:

### ABOUT CINDY HUGGETT:

Cindy is the author of four books on virtual training, including *Virtual Training Basics, 2nd ed*, *The Virtual Training Guidebook: How to Design, Deliver, and Implement Live Online Learning* and *Virtual Training Tools and Templates: An Action Guide to Live Online Learning*.

She helps trainers, designers, and organizations move to the virtual classroom.

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