

Level 1 evaluation: reaction and planned action: evaluation & research

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Abstrak

How training participants initially react to a training intervention can product important data to demonstrate value to the organization. This issue explains why measuring participant reaction is important and shows you how to establish evaluation criteria, create data collection tools, collect the data, analyze and report the data, communicate results, and plan improvements. A case study of a level one evaluation at First Union Nation Bank is included to demonstrate Level 1s value.