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Telling Training's Story

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training on bottom-line results: The
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No matter how much trainers believe that their work is valuable, clients will always want solid, objective evidence that the training they're spending good money on is effective. *Telling Training's Story* provides the tools to do just that, allowing anyone to measure a training regime's

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effectiveness and prove it to customers.
The book's central tool is the Success Case Method (SCM), and although the SCM is rigorous enough to convince even the harshest skeptic, it's also easy to understand.

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Telling Training's Story by Robert O.

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What all trainers know in their gut - that training and development is valuable and worthwhile - can be a hard sell to clients and customers who want real proof that

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training works. In "Telling Training's Story", training evaluation expert Robert Brinkerhoff offers a simple yet compelling way of measuring and proving training's impact for those clients who are focused on bottom-line results: The Success Case Method (SCM).

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