

**RETURN ON INVESTMENT (ROI) BASICS (ASTD
TRAINING BASICS)**

Timothy Chavero

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Informal training, which is embedded in production, is very difficult to measure and to cost. These are the essential questions of interest to industry. They should be helpful to their intended audience. Handbook of Training Evaluation. A logical, rational approach to training evaluation has the following attributes: simplicity; reliable sampling; inclusion of all relevant factors; buy-in from management and workers; and clear communication of results. Throughout all research phases of design, implementation, and analysis, these approaches inform, guide, and complement the formation and interpretation of the. The equation for calculating ROI is as follows: . Michael Kroth. Chicago: Rand-McNally. Measuring Return on Investment: Volume 2.