

Web-Based E-learning Evaluation

Levels One to Five and Beyond *Top 10 Ways to Ensure Absolute Failure*



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#10

Start your evaluation without the support of an executive sponsor and other stakeholders. But if you do, don't ask them which questions they want answered.

#9

**Ignore the IT staff—you
don't need them anyway.**

#8

Automate processes before they are solidified—that way you'll get lots of bad data even faster.

#7

Send out surveys with big graphics and tables that load slowly and take an hour to read.

#6

Blindly believe that post-tests that look like the SATs actually measure required job skills—after all, we've been doing that all along.

#5

**Don't survey supervisors,
coaches and managers
because you can always
count on their support for
the OJT effort, anyway.**

#4

**Don't collect hard data
because you've alienated
everyone who could give it
to you.**

#3

**Claim that any impact is
solely a result of the
training.**

#2

Create evaluation reports that are so heavy and dense that you need a Sherpa to distribute them—along with a thousand sets of reading glasses.

#1

Blame your predecessor for a negative ROI—then create even more training.