

Not sure how to get started with learning evaluation? Here are Watershed's

# 7 Steps of Learning Evaluation

## 1 Align

Identify project goals and evaluate alignment with strategic priorities (Value of Learning).

## 2 Define

Identify success metrics most appropriate to the organization (Value of Learning). Ensure that these metrics cover the complete story from learning to achievement of the project goals (Kirkpatrick and Kaufman).

## 3 Discover

(Optional) Identify what learning is already occurring in the organization that supports the project's goals. Research those activities and identify what works well and what doesn't (Success Case Method).

## 4 Design

Design the project itself, including determining how data relating to evaluation metrics will be captured, aggregated, and displayed/used. Consider use of dashboards for ongoing monitoring and reports for analysis at specific points in the project.

## 5 Monitor

Continually monitor success and progress toward the project goal and keep stakeholders updated. Make changes to the project as required in response to ongoing data.

## 6 Analyze

At the end of the project and/or at specific dates after implementation, analyze data in detail. Celebrate and share evidence of successes; document and share lessons learned.

## 7 Explore

(Optional) Research further into particularly successful and unsuccessful elements of the project to uncover more lessons learned (Success Case Method).

