WHAT THE BEST COMPANIES DO

Learning Analytics Essentials Checklist

To significantly increase the impact of learning programs and enable more strategic conversations with the business, L&D functions need to ensure decision making and continuous improvement are supported by analytics.

Use this checklist to ensure your L&D function has the learning analytics essentials in place to be successful.

COMPREHENSIVE METRICS

☐ **Efficiency:** We track data needed to optimize resource allocation, including volumes, costs, and utilization rates.

☐ **Effectiveness**: We measure quality, knowledge gain, vendor performance, and manager support for our programs.

☐ **Outcomes**: We quantify results of learning, including increases in revenue, profit, and return on learning investment.

MULTIPLE SOURCES

☐ **Learner**: We deploy evaluations consistently both at the end of learning interventions and gather on-the-job feedback.

☐ **Manager**: We receive input from learners' managers of employees' behavior change and performance improvement.

☐ **Business Data**: We leverage metrics from business systems to quantify improvements resulting from learning interventions.

PERFORMANCE BENCHMARKS

☐ **Internal**: We rank courses, instructors, vendors, and learner demographics to identify high and low performance areas.

☐ **External**: We gauge impact of learning against competitors in the industry to prioritize areas for improvement.

PROCESS AUTOMATION

☐ **Data Collection**: We expend little to no manual effort to gather evaluations from learners and managers.

☐ **Insights:** We distribute actionable reports to all L&D roles and to business stakeholders in a timely and automated fashion.

Source: CEB analysis.

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