



## Tips to Evaluate Programs

1. Always plan your outcome measures before implementing program activities to ensure that baseline measures can be taken to compare with the results. The measures can often be built on the information gathered in the assessment.
2. Use a range of evaluation techniques to verify employees' understanding. For example, review important information through small group activities and/or focus groups.
3. Try to use alternative evaluations for testing knowledge, so there are choices to suit everyone to demonstrate their learning.
4. Whenever possible, obtain absolute metrics, and relative comparisons to provide a clear and meaningful snapshot of the program's successes.
5. When designing surveys replace yes or no questions with rating scales for increased accuracy, and use open-ended questions for increased depth.
6. Always back up program rationales or refinements with evidence. Senior management will always be seeking accurate numbers before investing.
7. Remember that prevention takes time. It can take 2 years or more for programs to yield high ROIs, so be sure to stick with well-designed and implemented programs to see big returns.
8. Evaluating programs is an ongoing process. Check that programs that have been in place for longer periods of time are still having an impact, and refine them to reach for Excellence.