



Training Metrics and Benchmarking

March Meeting



2014 Metrics SIG Topics

Month	Topic
March 18	How can you use the Quarterly Market Barometer? Demo of ClickTools.
April 23	What does the newly released Bi-Annual State of the Business Survey reveal?
May date TBD	Measuring Training Effectiveness – Getting Beyond Level 1 – Member presenter(s) wanted.
June date TBD	Member presenter(s) wanted. Measuring ROI?

**If you would like to present, please contact SIG Chair
Lauren.Thibodeau@ca.ibm.com**

How can I use the Quarterly Market Barometer Results? What can I do with ClickTools?

Mike Dowsey

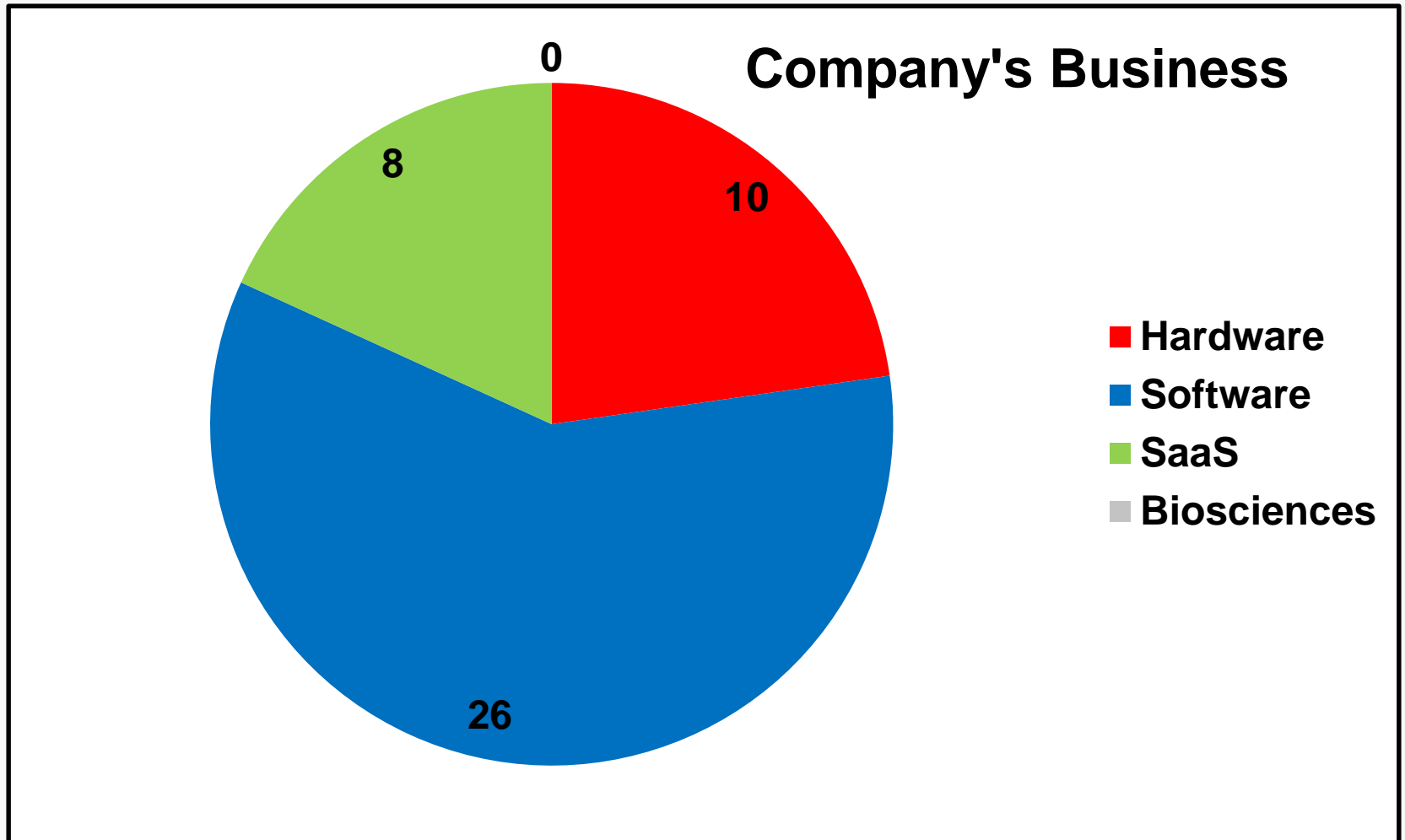




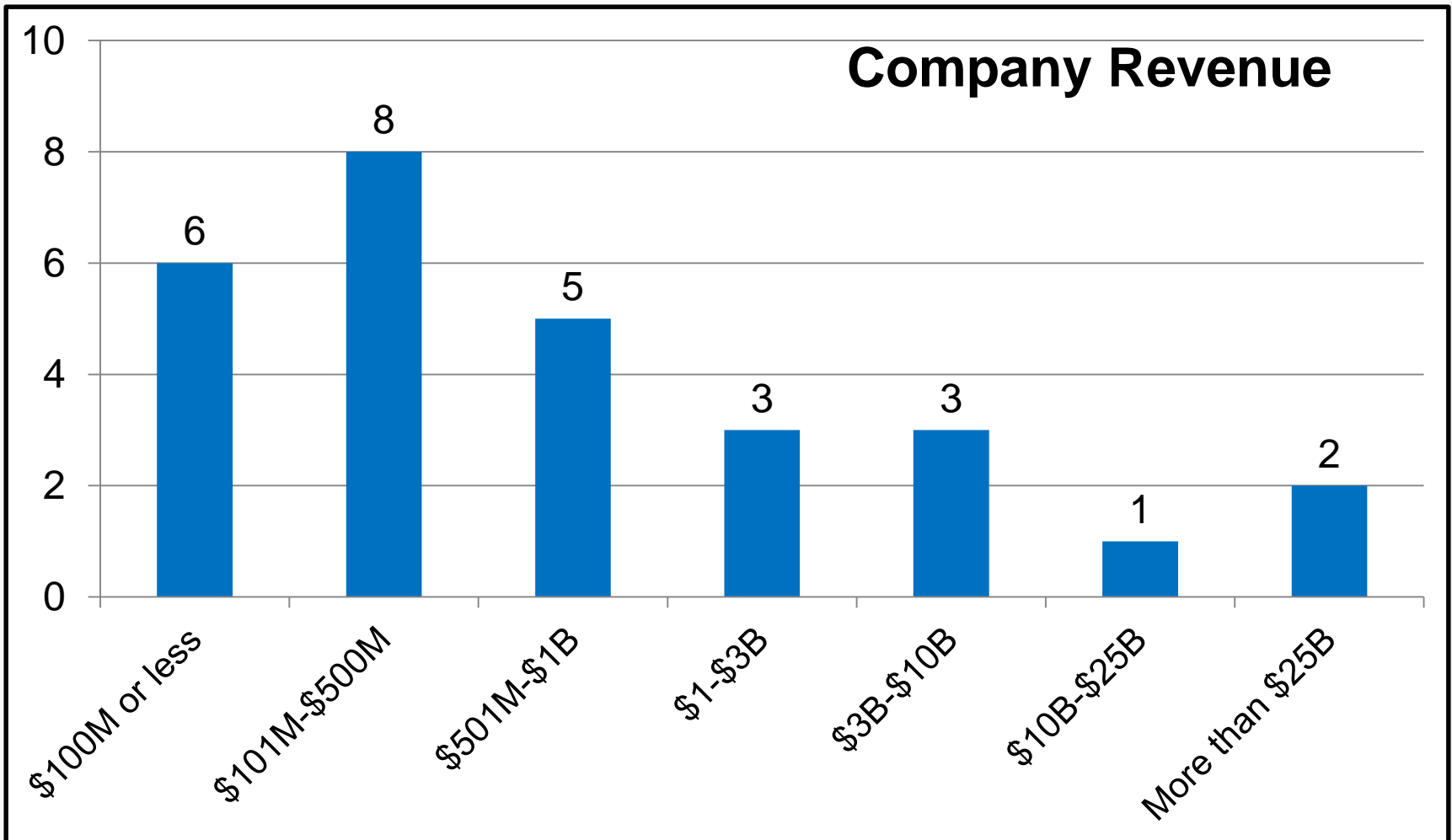
Barometer Background

- Based on either WW or NA business
- US members plus selected Europe members, started in 11Q4 (Europe in 11Q1)
- Absolute growth of Up >10%, Up 5-10%, Up 0-5%, flat, Down 0-5%, Down 5-10%, Down >10%,
- Taken as +12.5%, +7.5%, +2.5%, 0%, -2.5%, -7.5%, -12.5%
- This quarter compared to the same quarter last year
- Revenue delivered in the quarter, not future bookings
- 70 requests sent for 13Q4 with 28 inputs (previously 40+)
- CEEdMA Europe uses revenue, CEEdMA US volumes

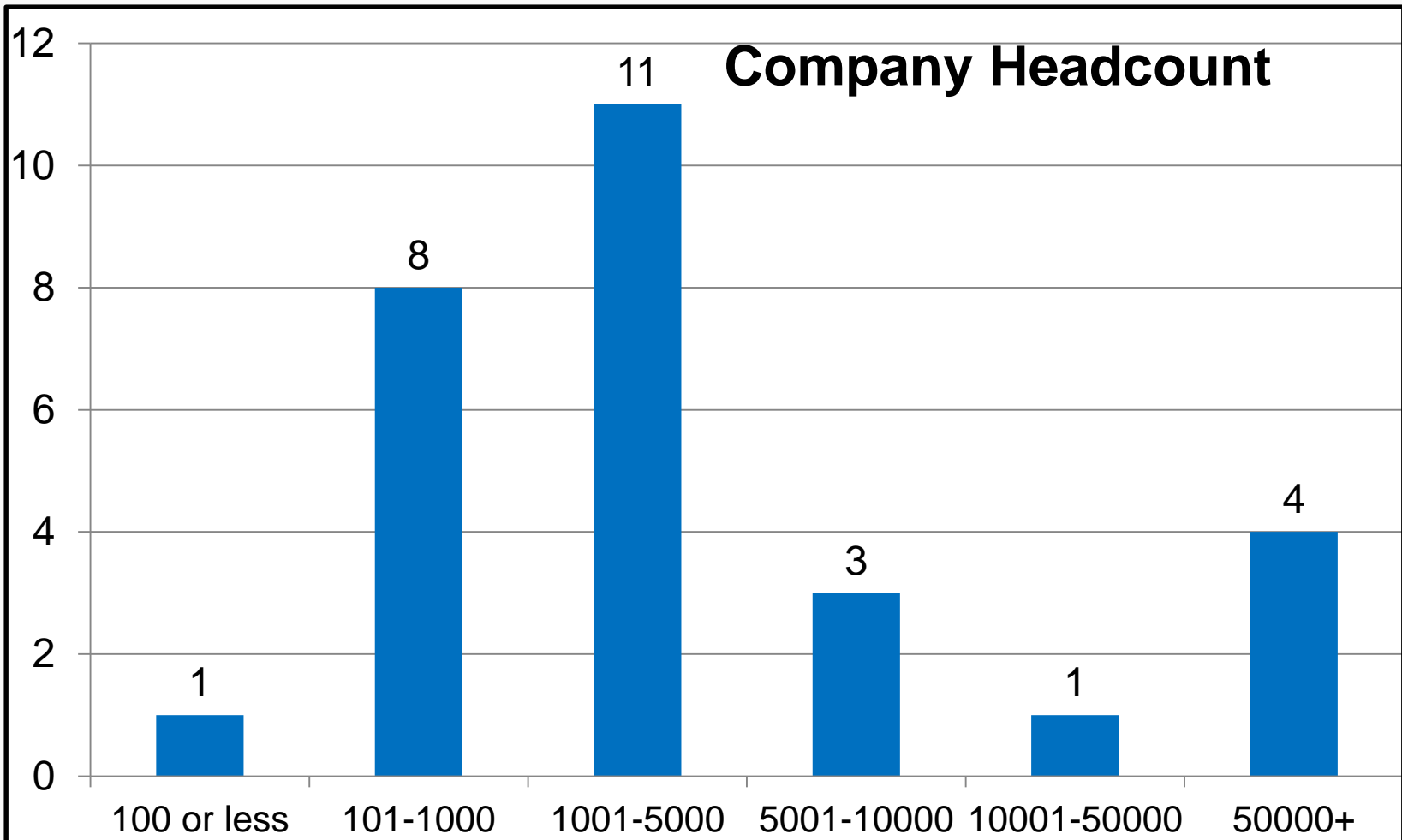
Profile of Respondents



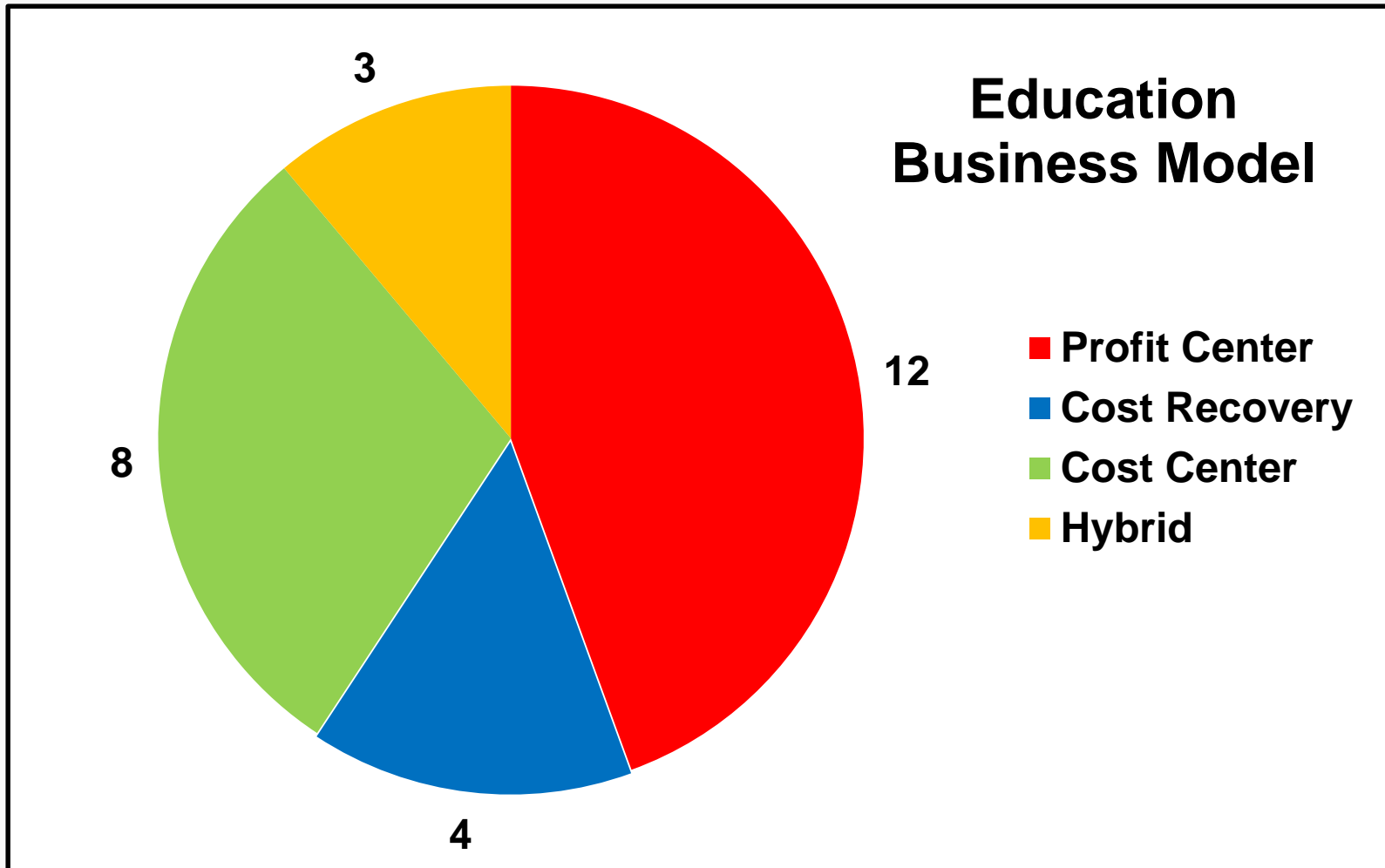
Profile of Respondents



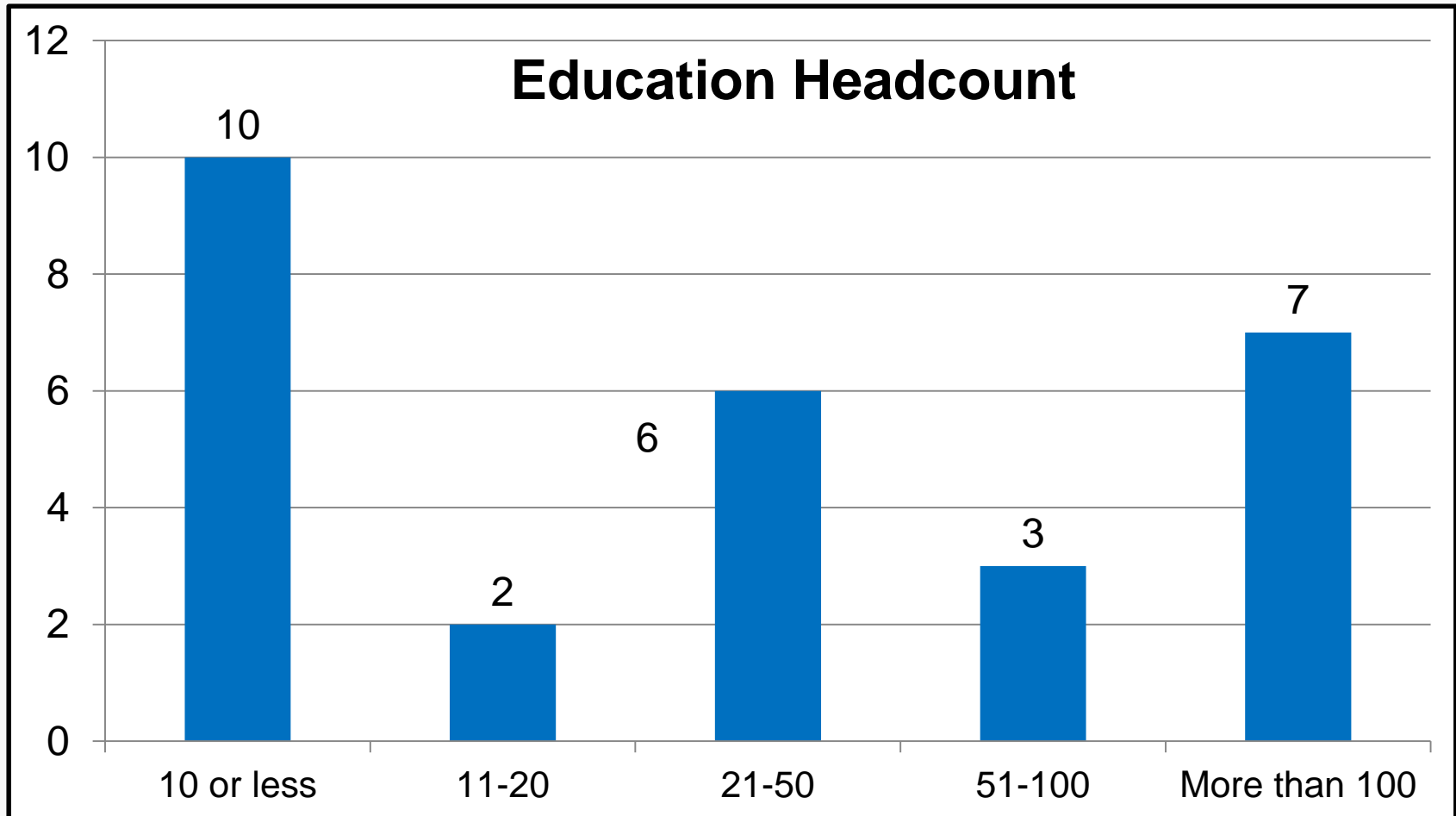
Profile of Respondents



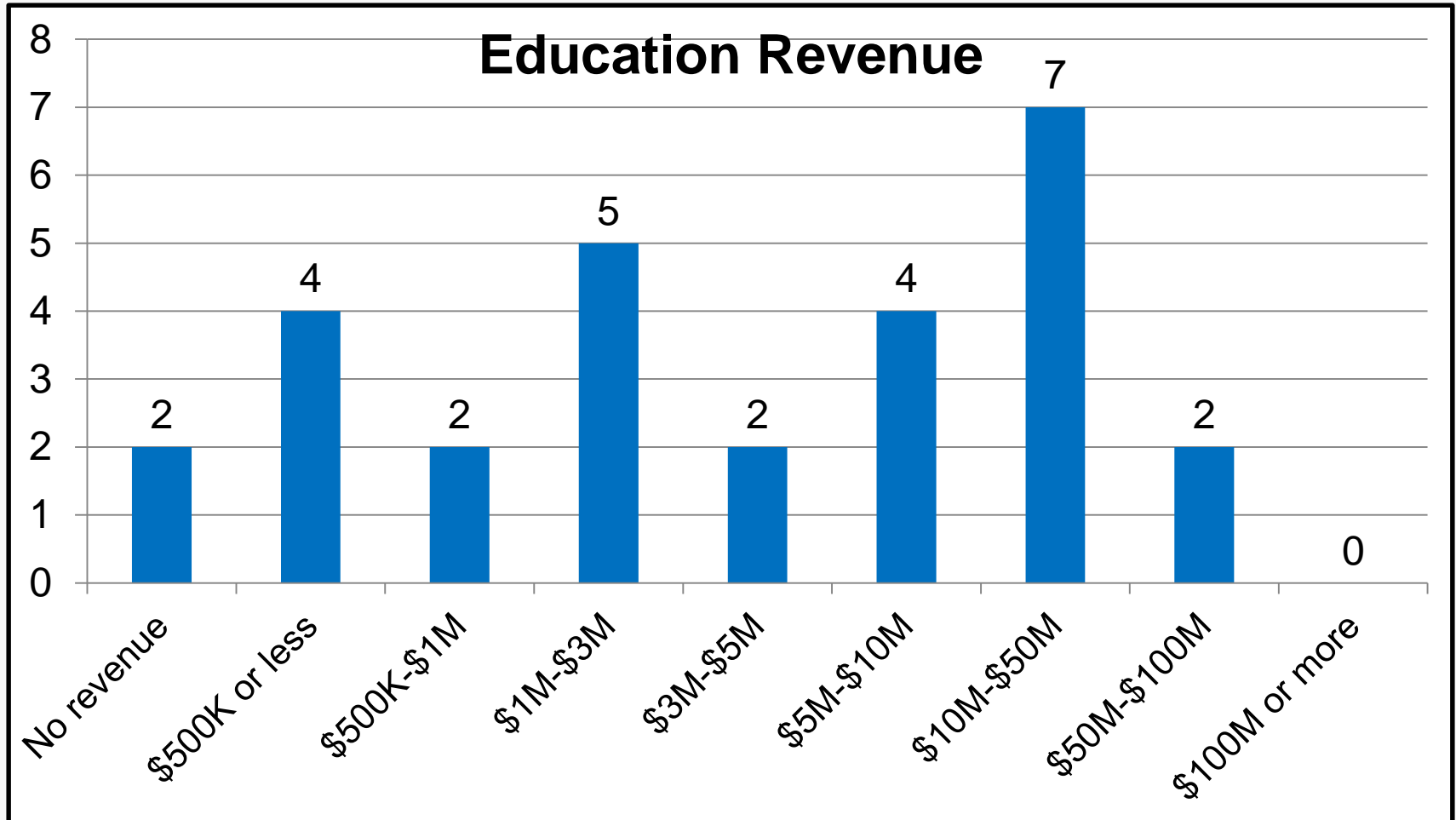
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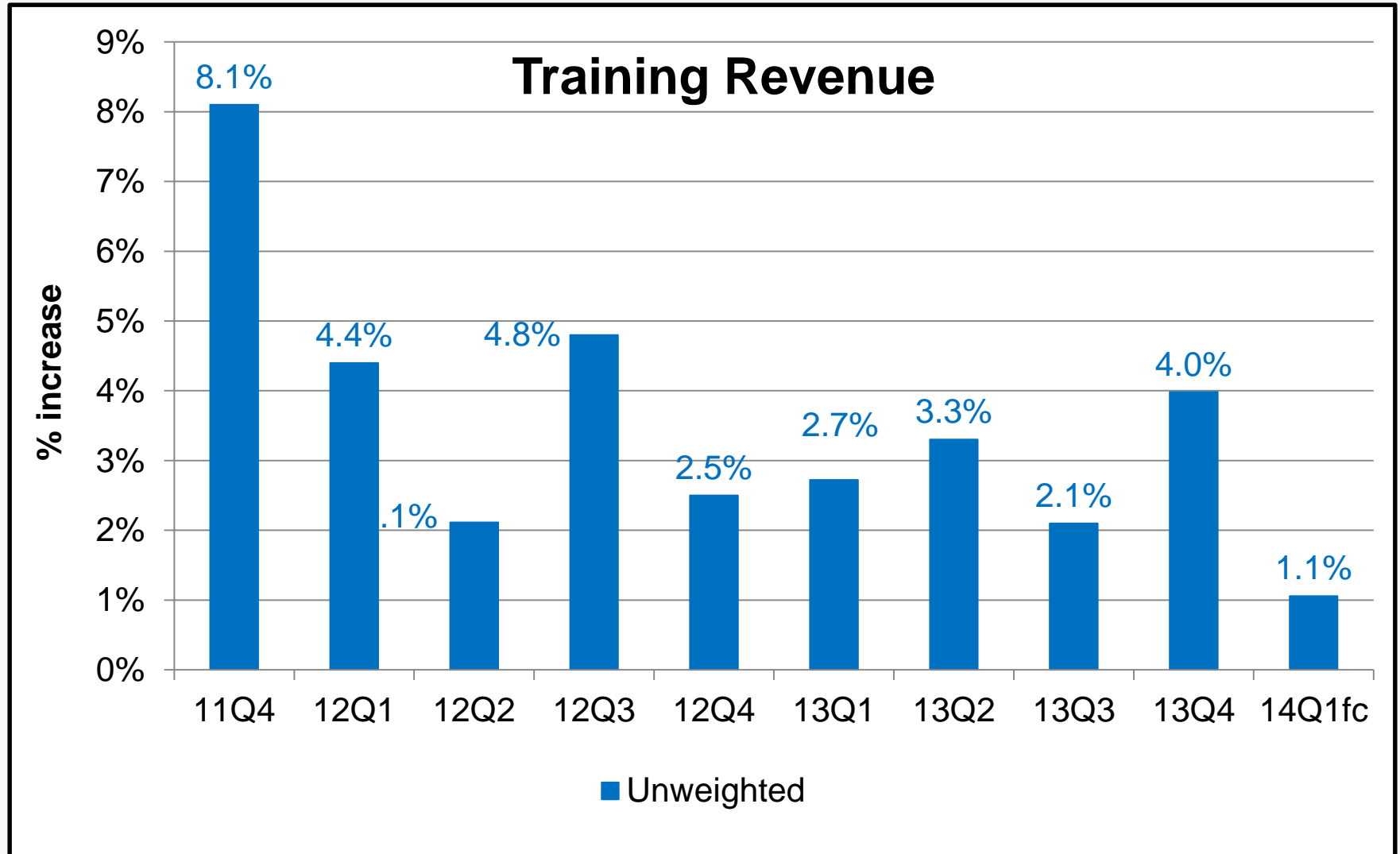


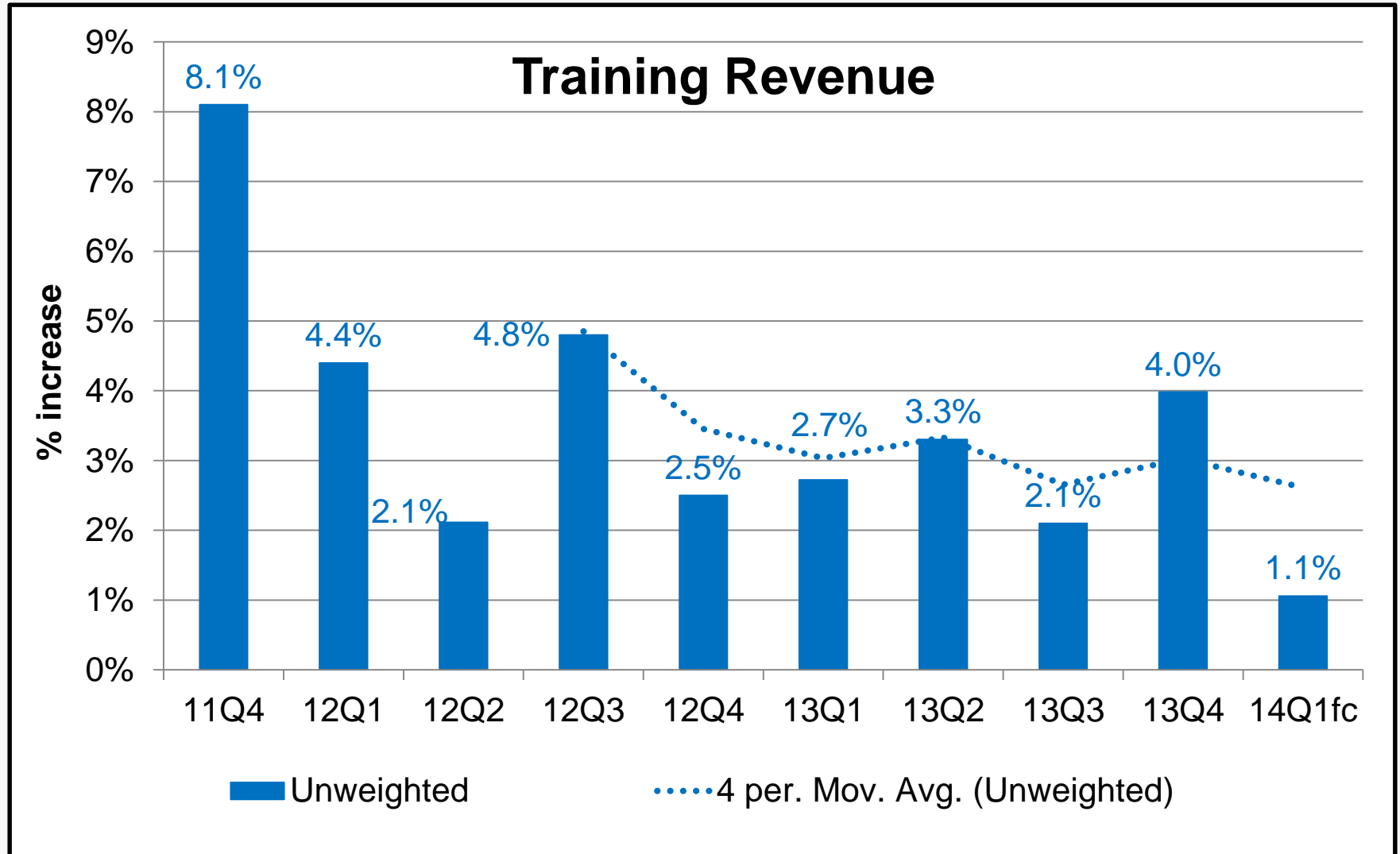
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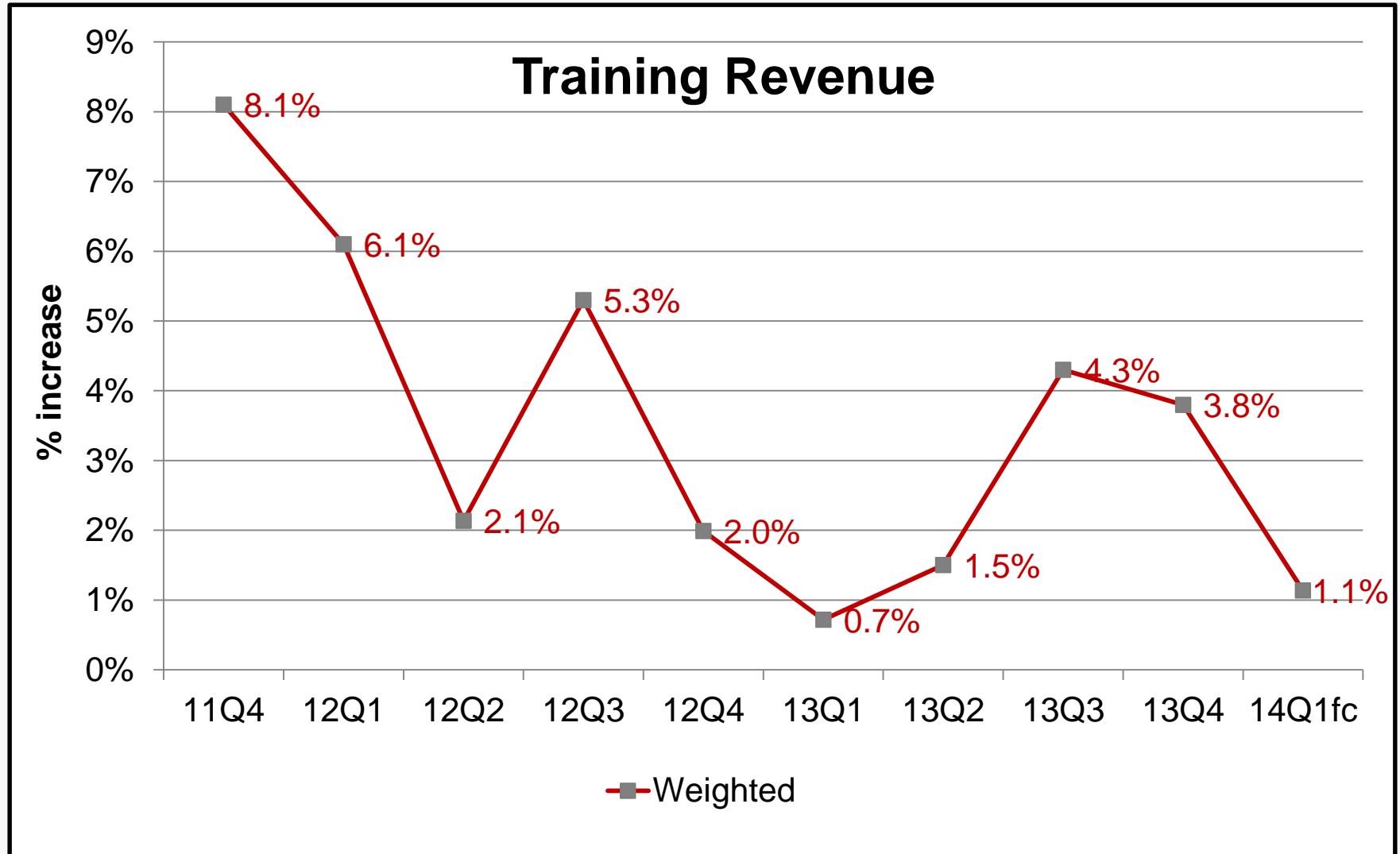


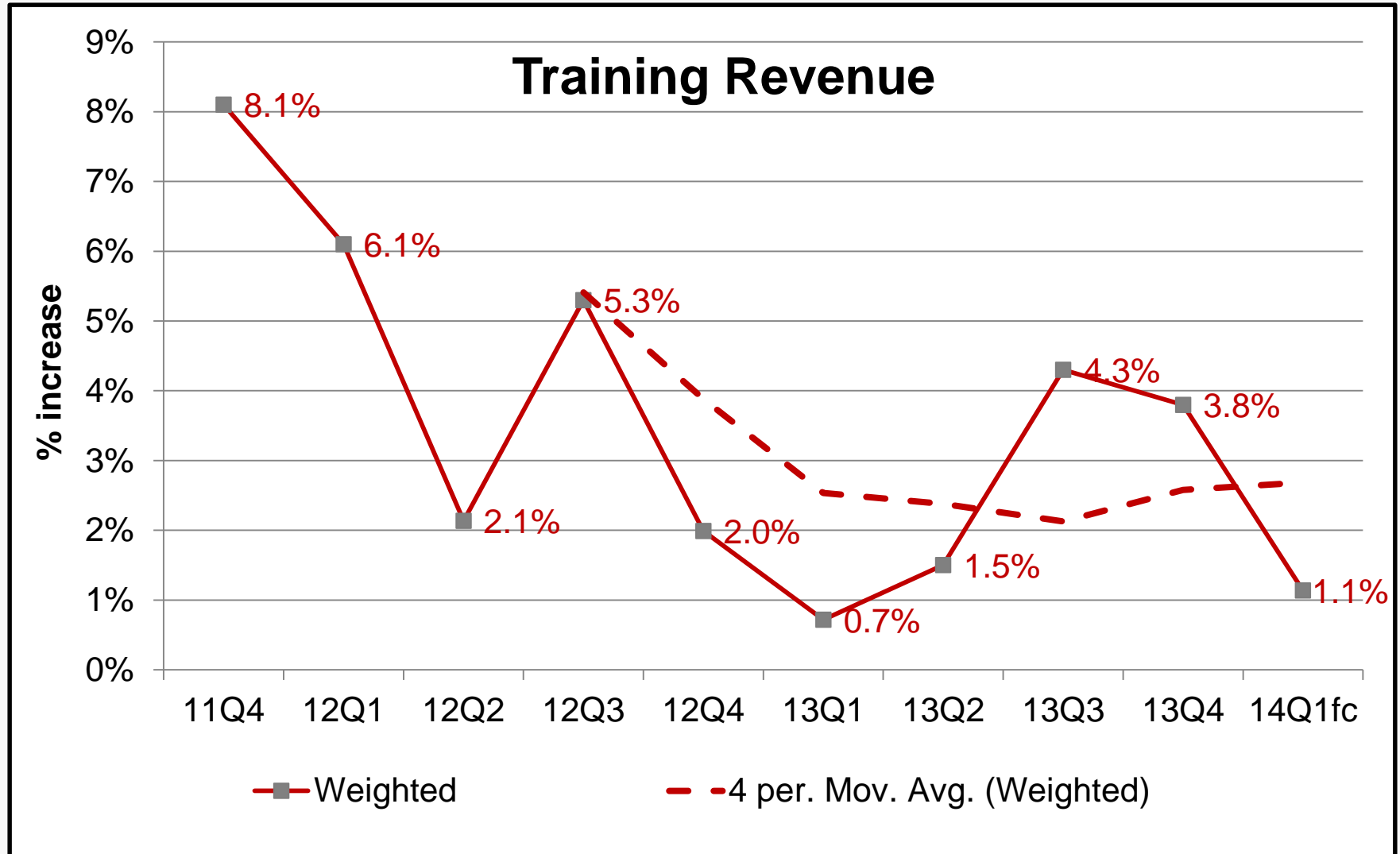


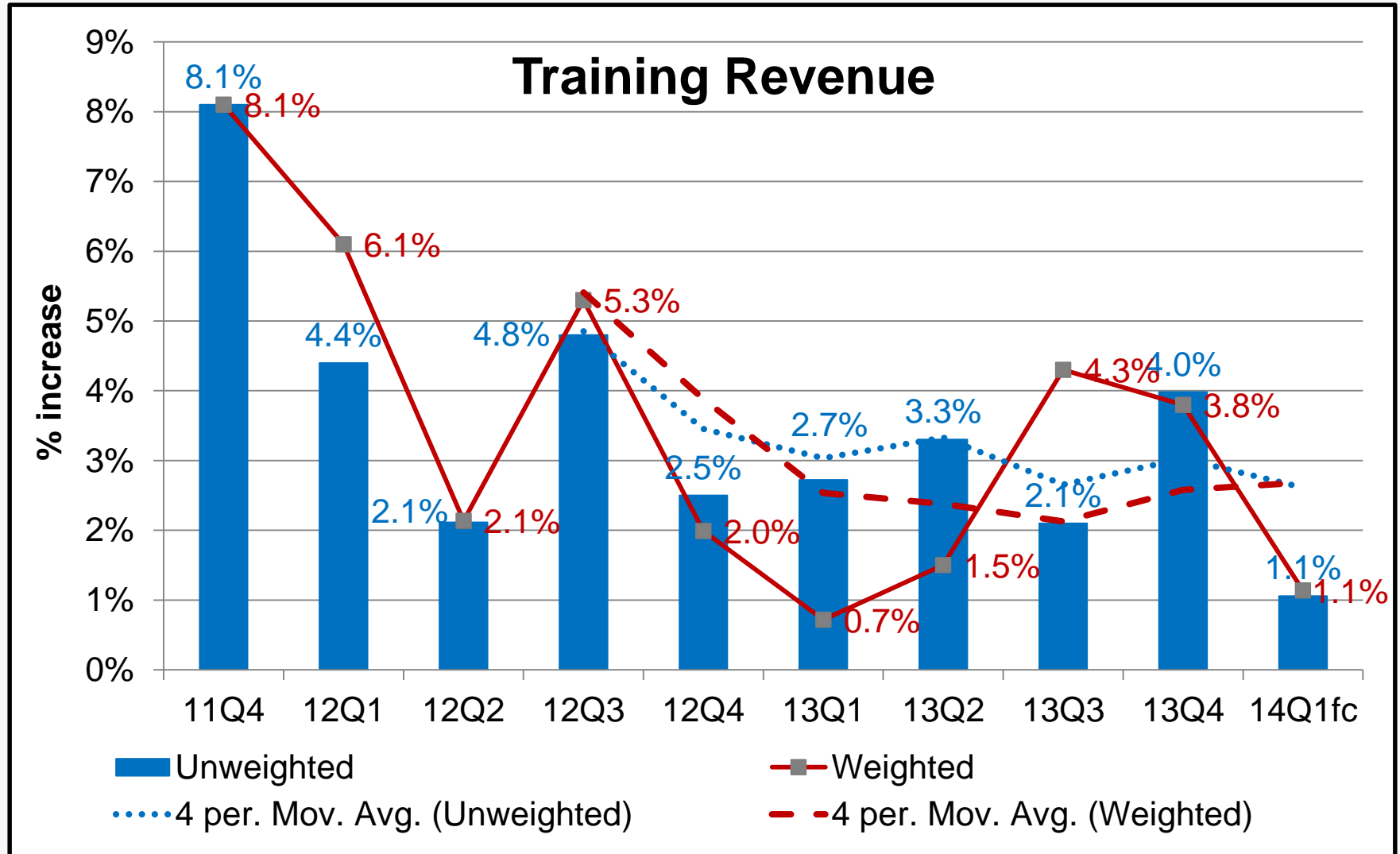


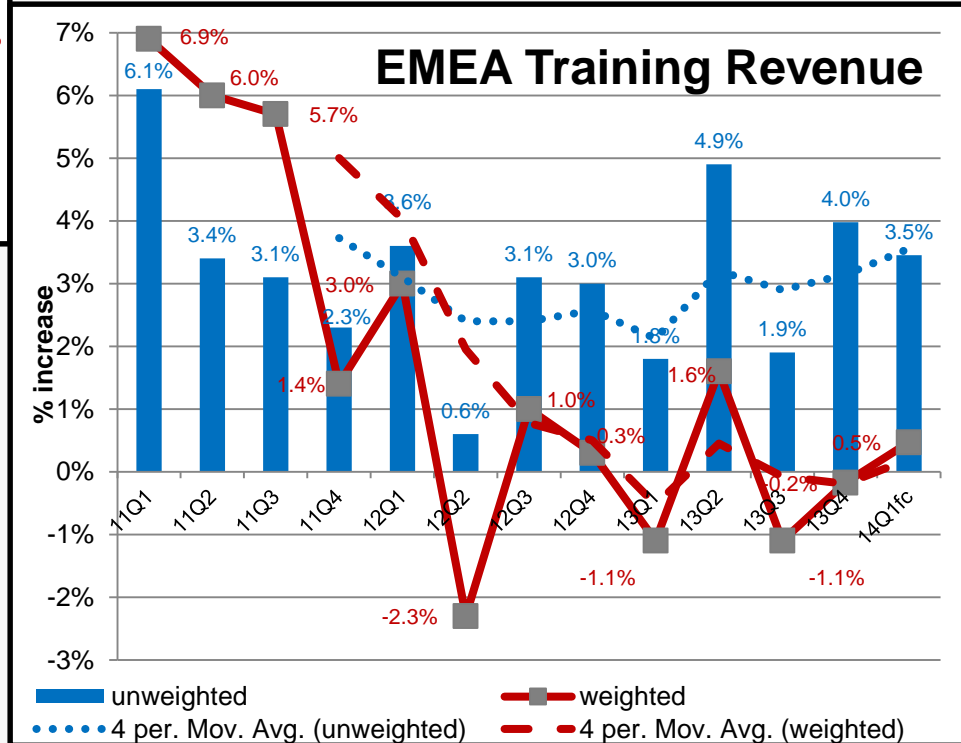
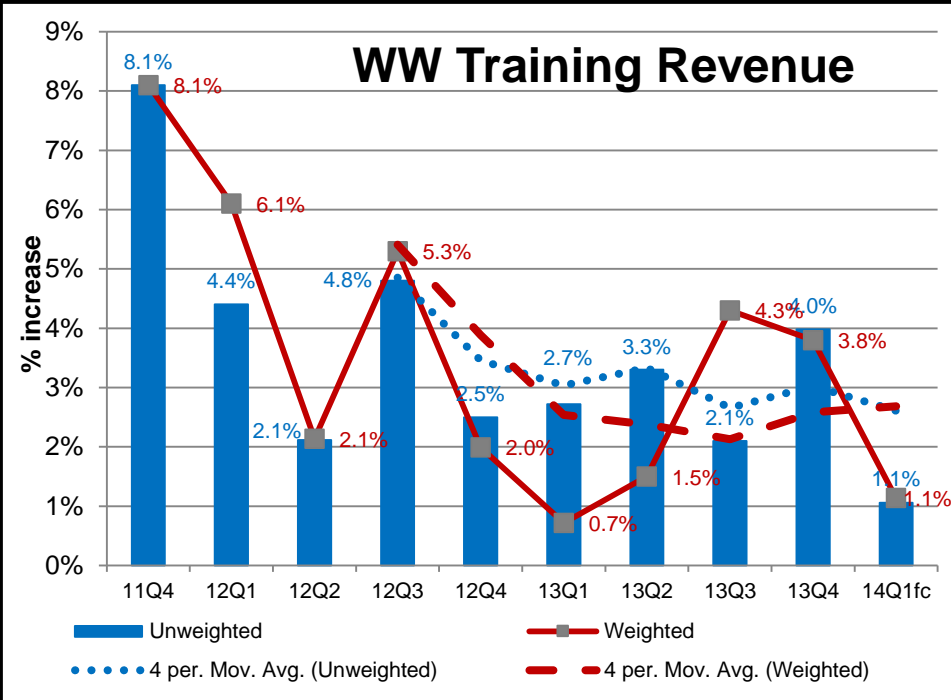
Weighting of Inputs based on Revenue

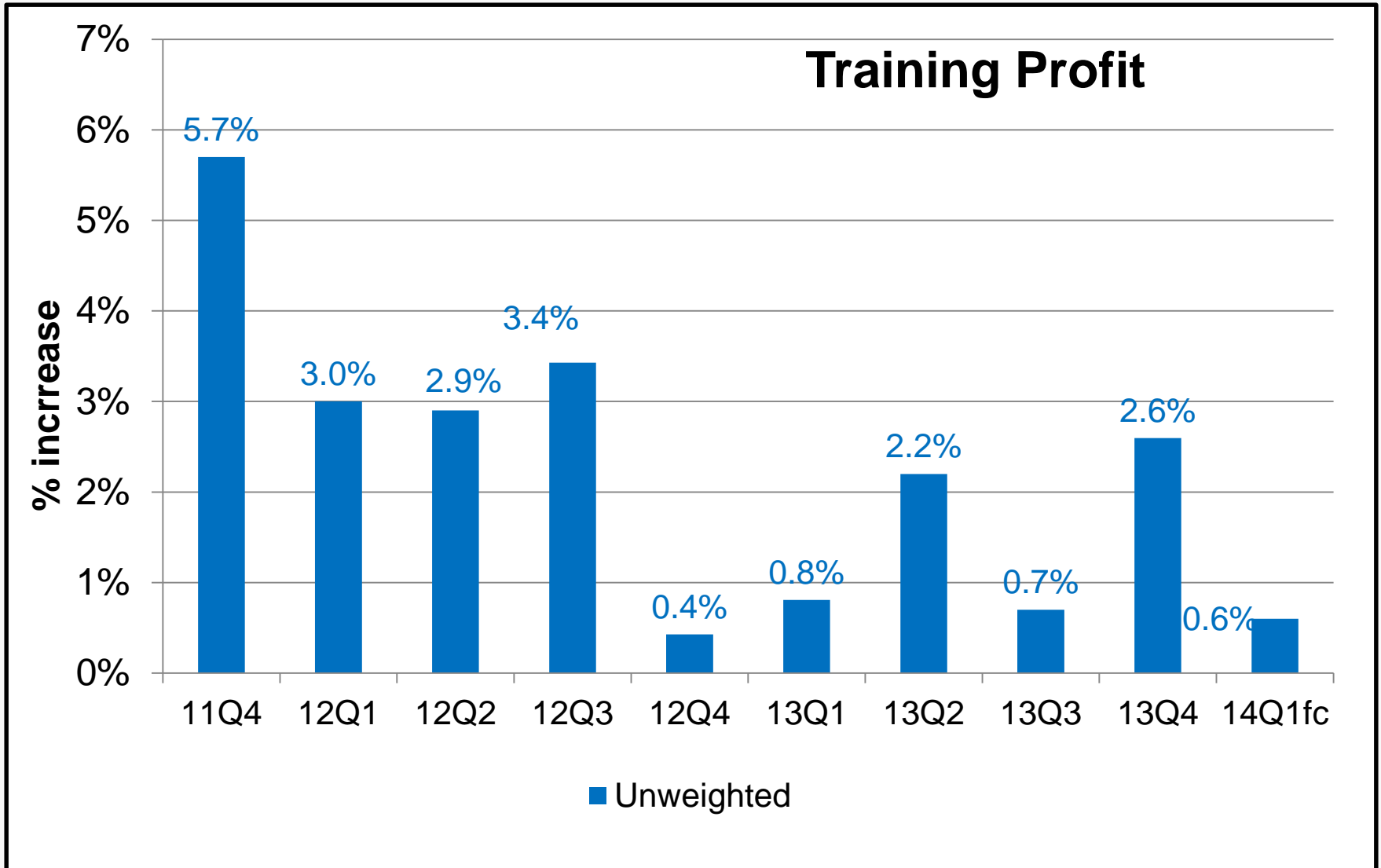
AQ-rev	M-incr	Overall	%incr	\$incr	F/C->	AD-incr	Overall	%incr	\$incr	
7	5	30	-0.025	-0.75		6	30	-0.075	-2.25	
3	1	0.75	0.125	0.09375		1	0.75	0.125	0.09375	
6	0	7.5	0	0		0	7.5	0	0	
7	2	30	0.075	2.25		2	30	0.075	2.25	
3	3	0.75	0.025	0.01875		0	0.75	0	0	
7	4	30	0	0		3	30	0.025	0.75	
7	7	30	-0.125	-3.75		7	30	-0.125	-3.75	
4	2	2	0.075	0.15		0	2	0	0	
2	1	0.25	0.125	0.03125		1	0.25	0.125	0.03125	
...	
...	
		155.75	-1.1%	-1.74375			155.75	-1.1%	-1.7625	
1	No revenue					1	Up >10%			
2	<\$500K					2	5% > Up <= 10%			
3	\$500K-\$1M					3	0% > Up <= 5%			
4	\$1M-\$3M					4	No change			
5	\$3M-\$5M					5	0% > Down <= 5%			
6	\$5M-\$10M					6	5% > Down<=10%			
7	\$10M-\$50M					7	Down > 10%			
8	\$50M-\$100M									
9	>\$100M									

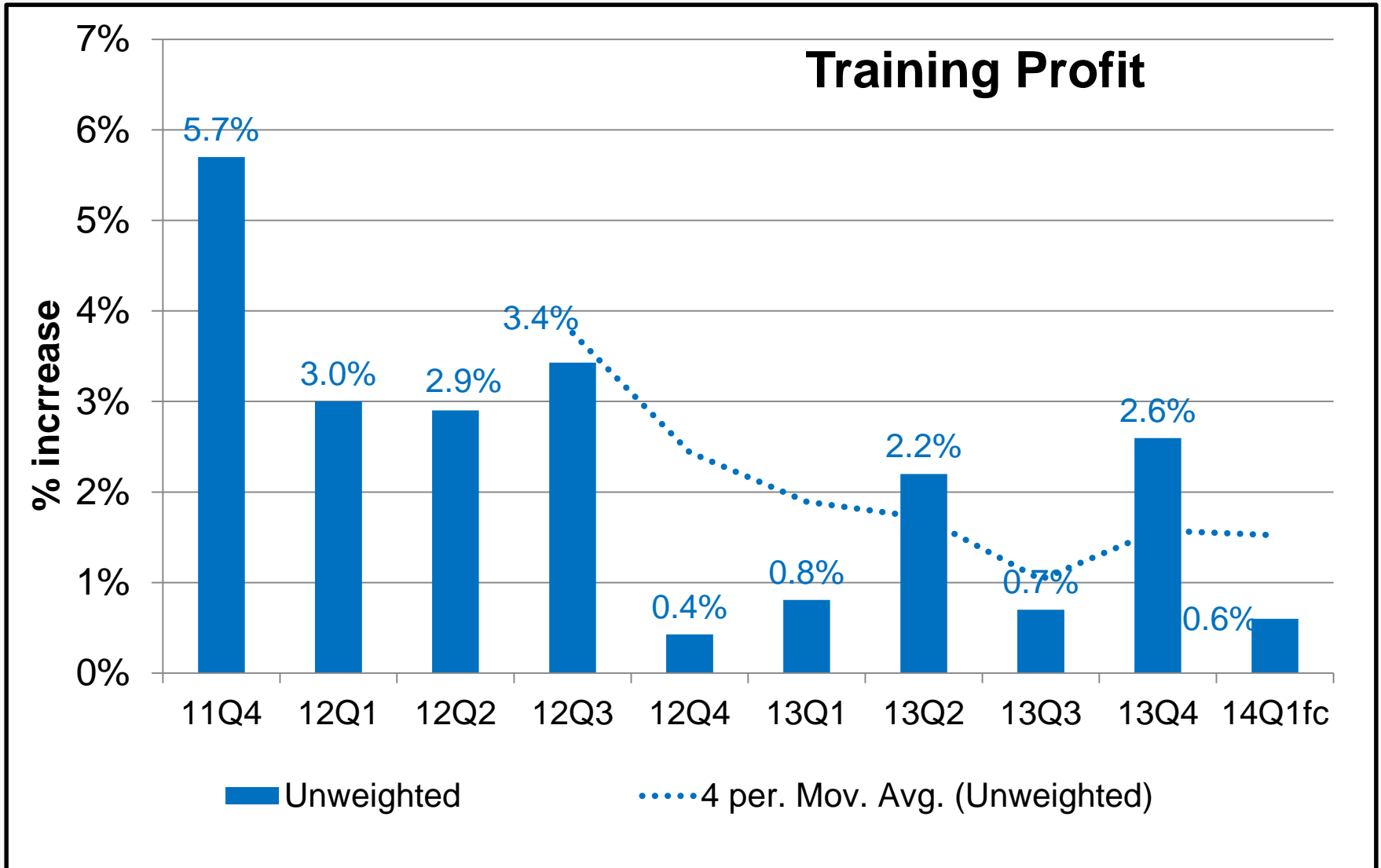


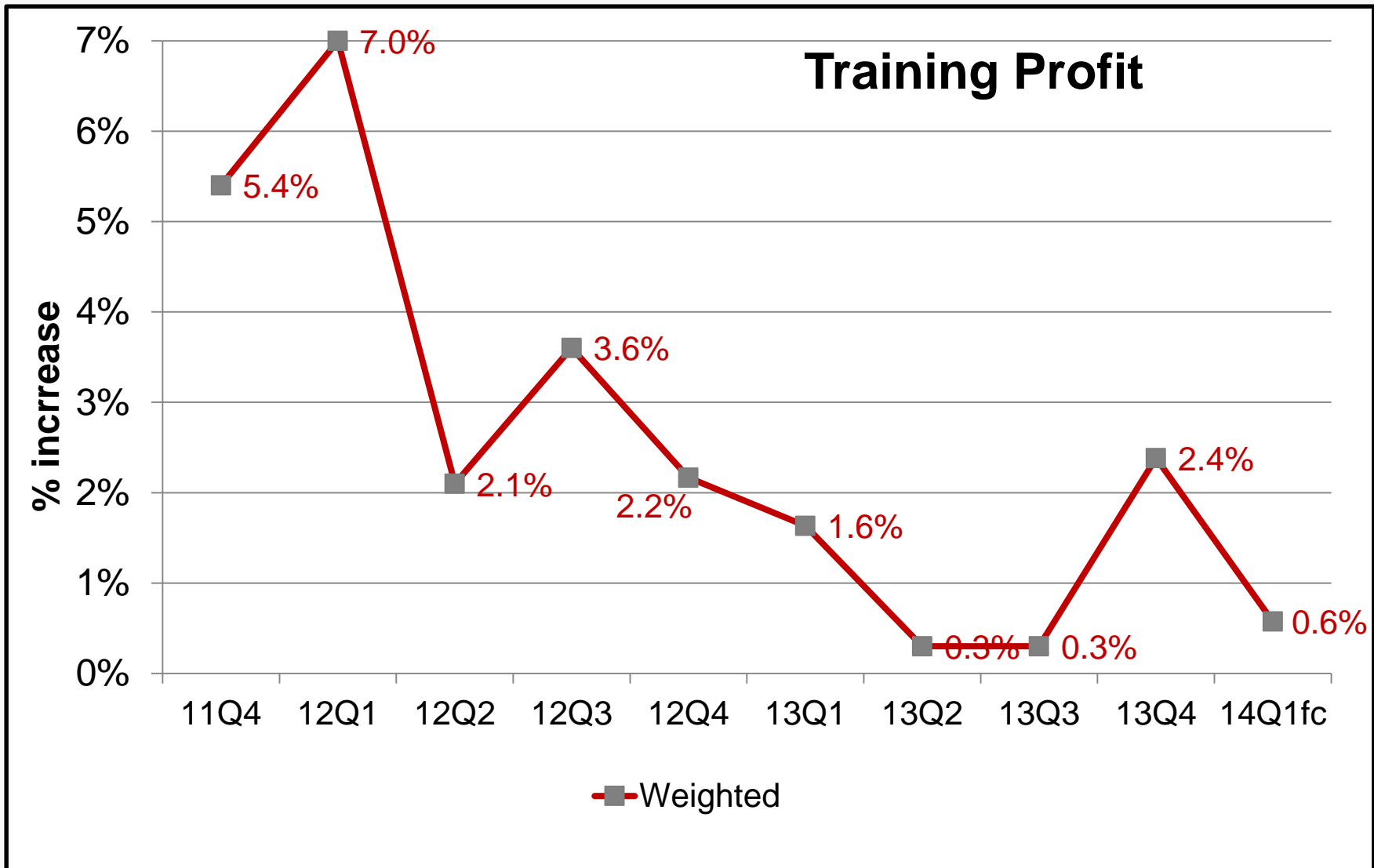


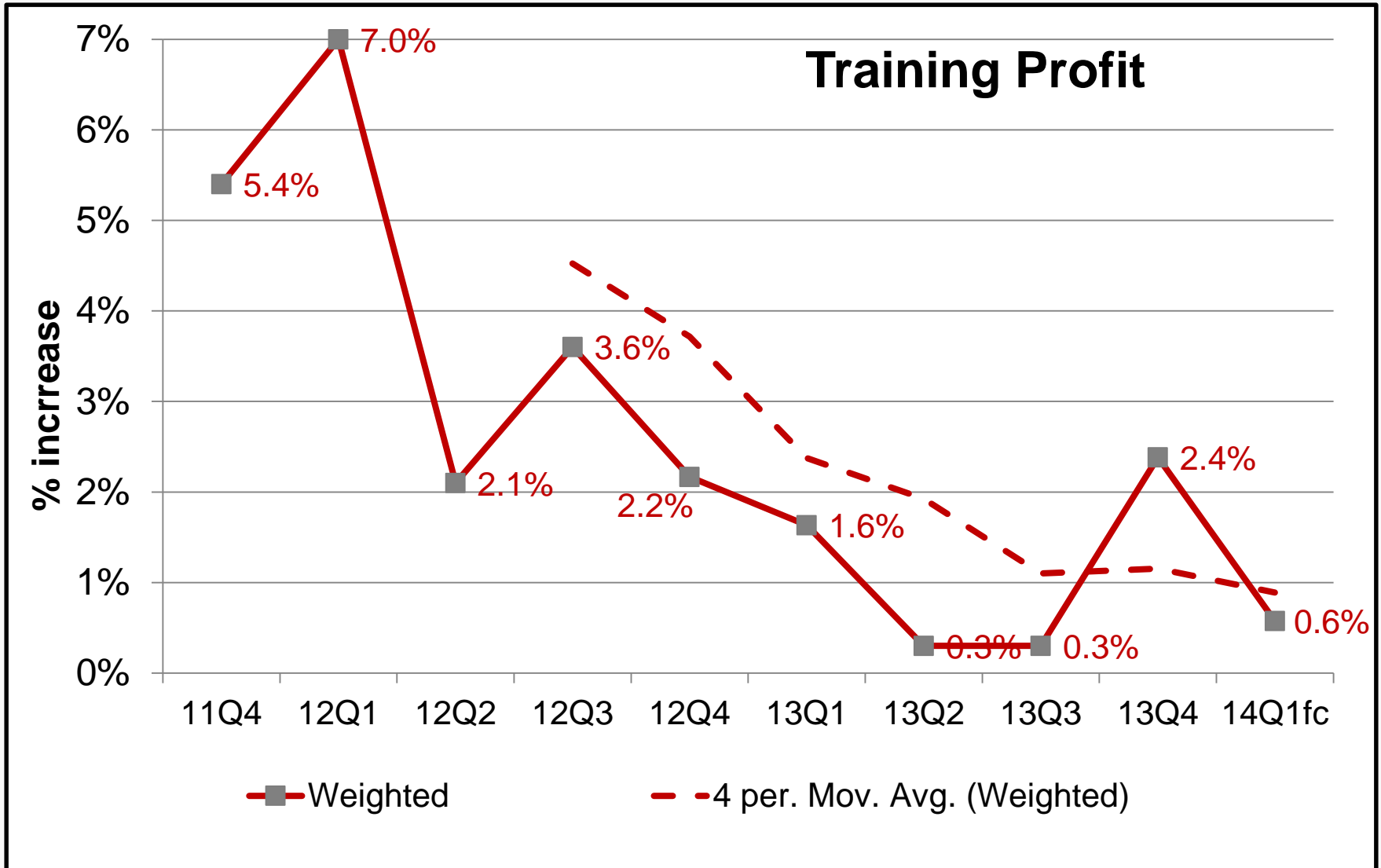


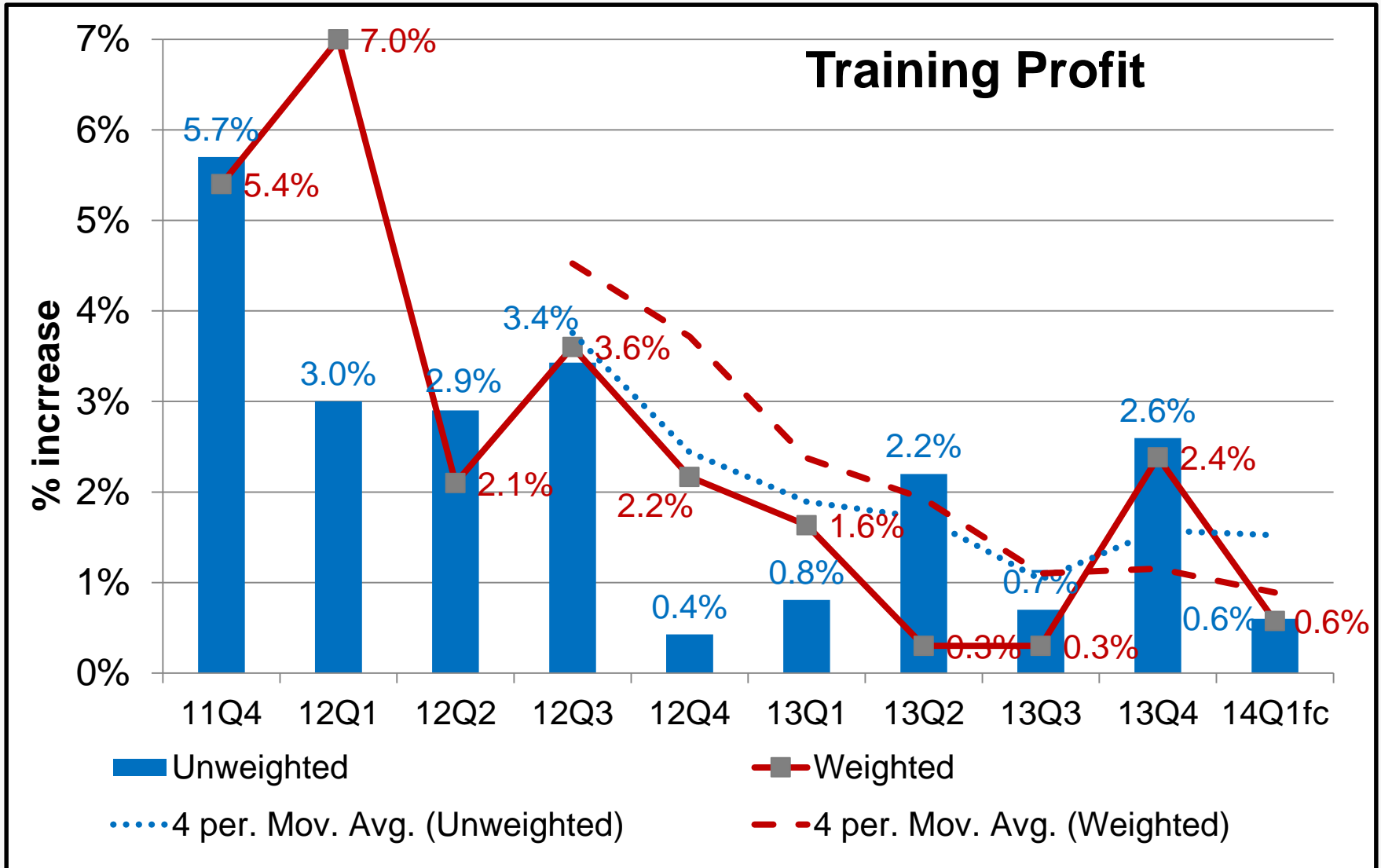


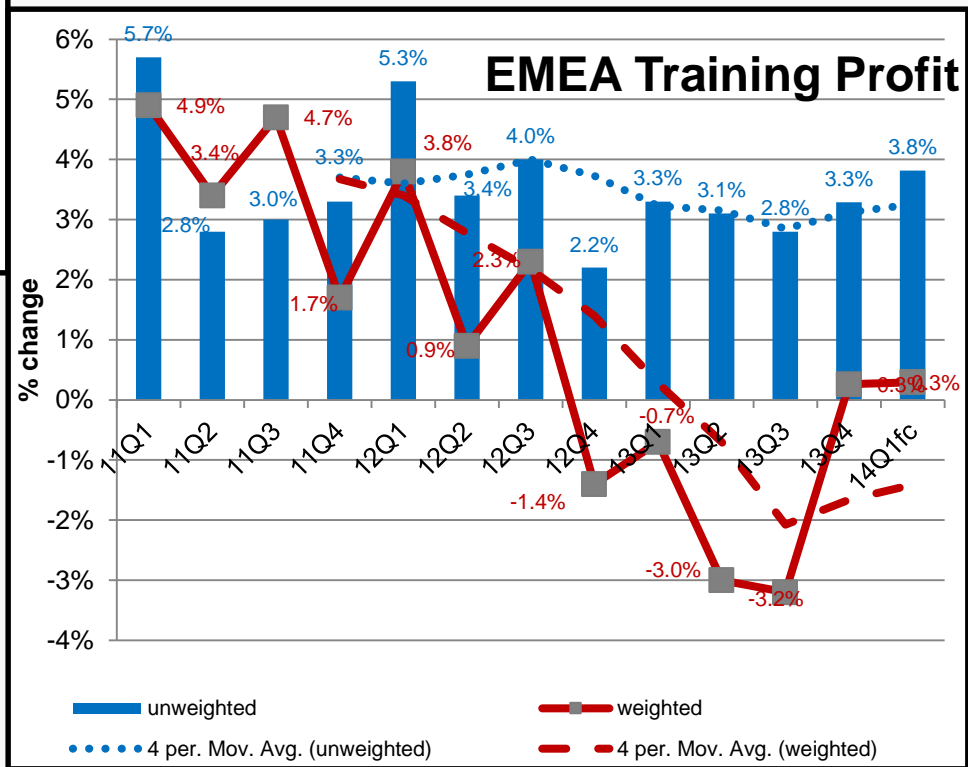
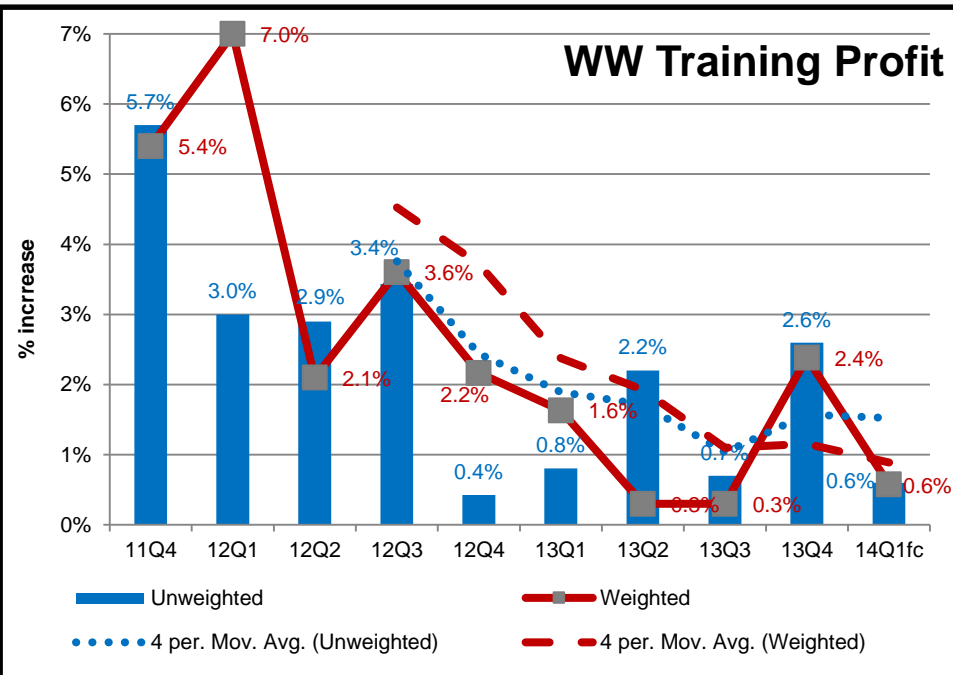


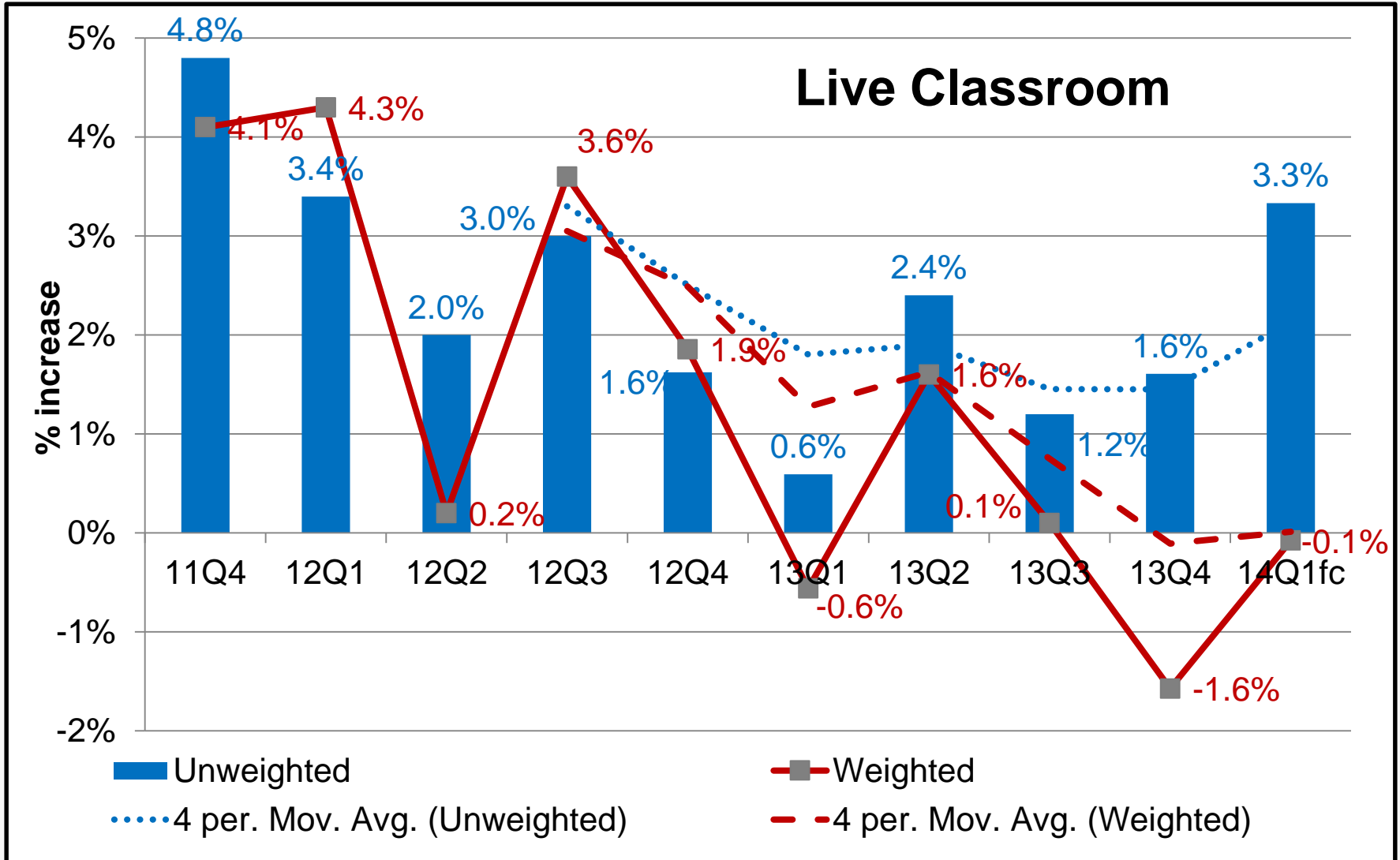




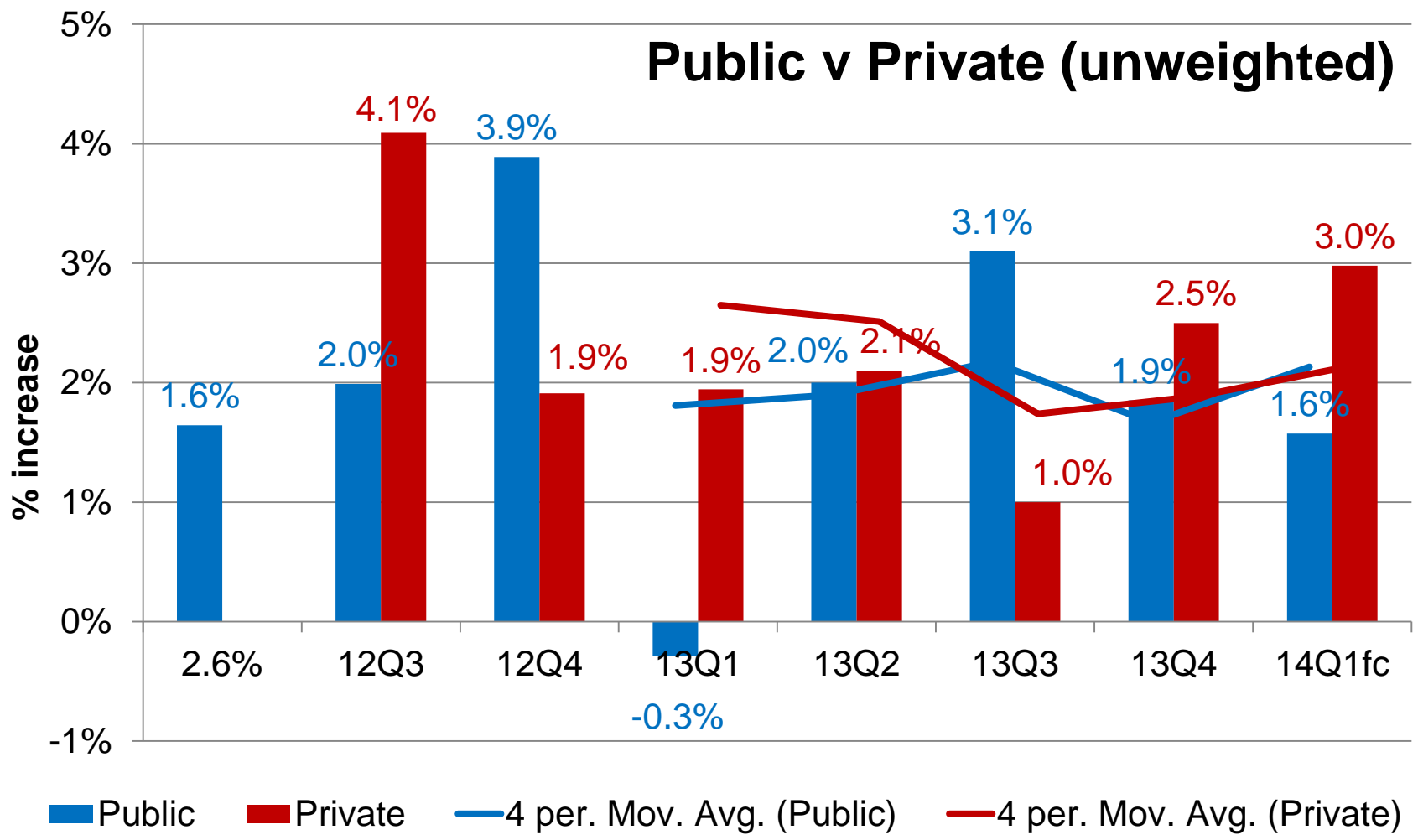


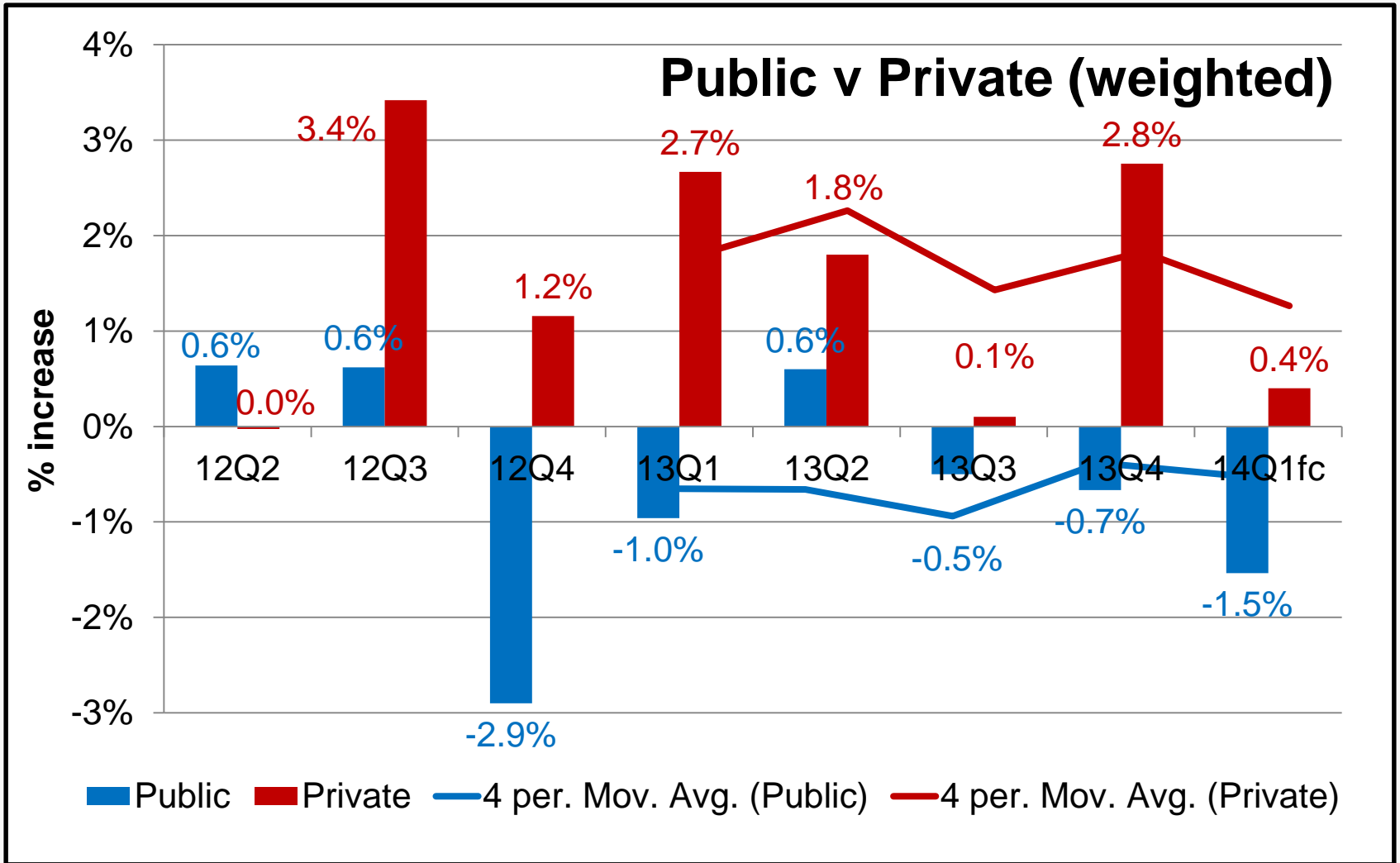






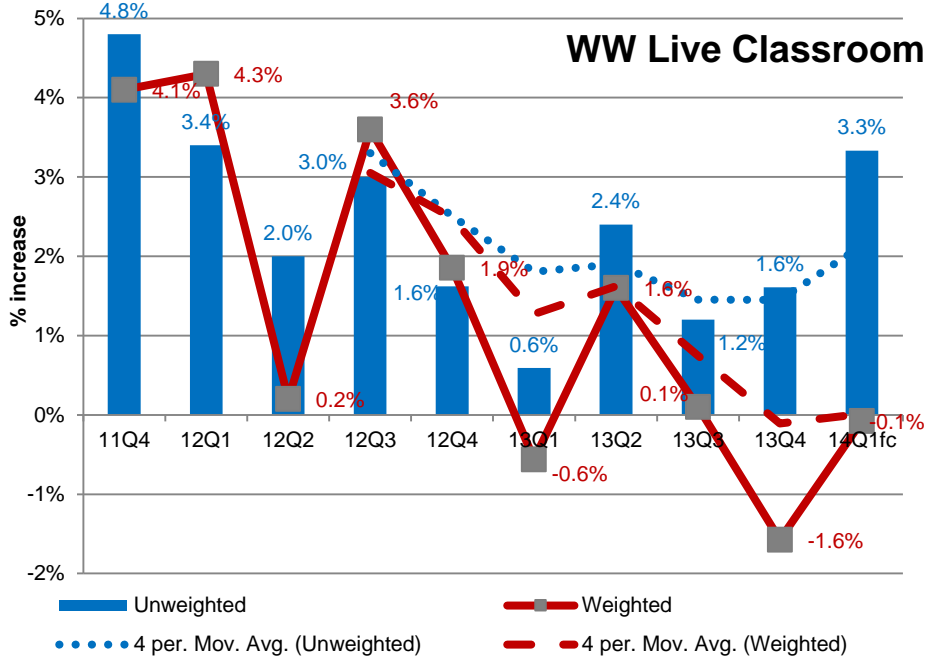
Public v Private (unweighted)



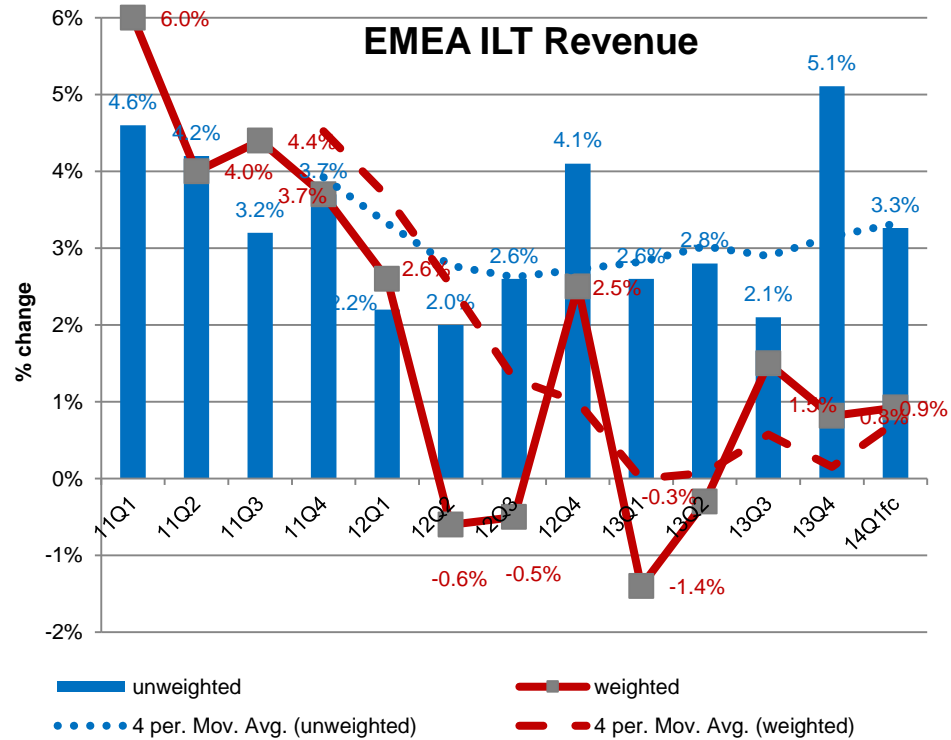


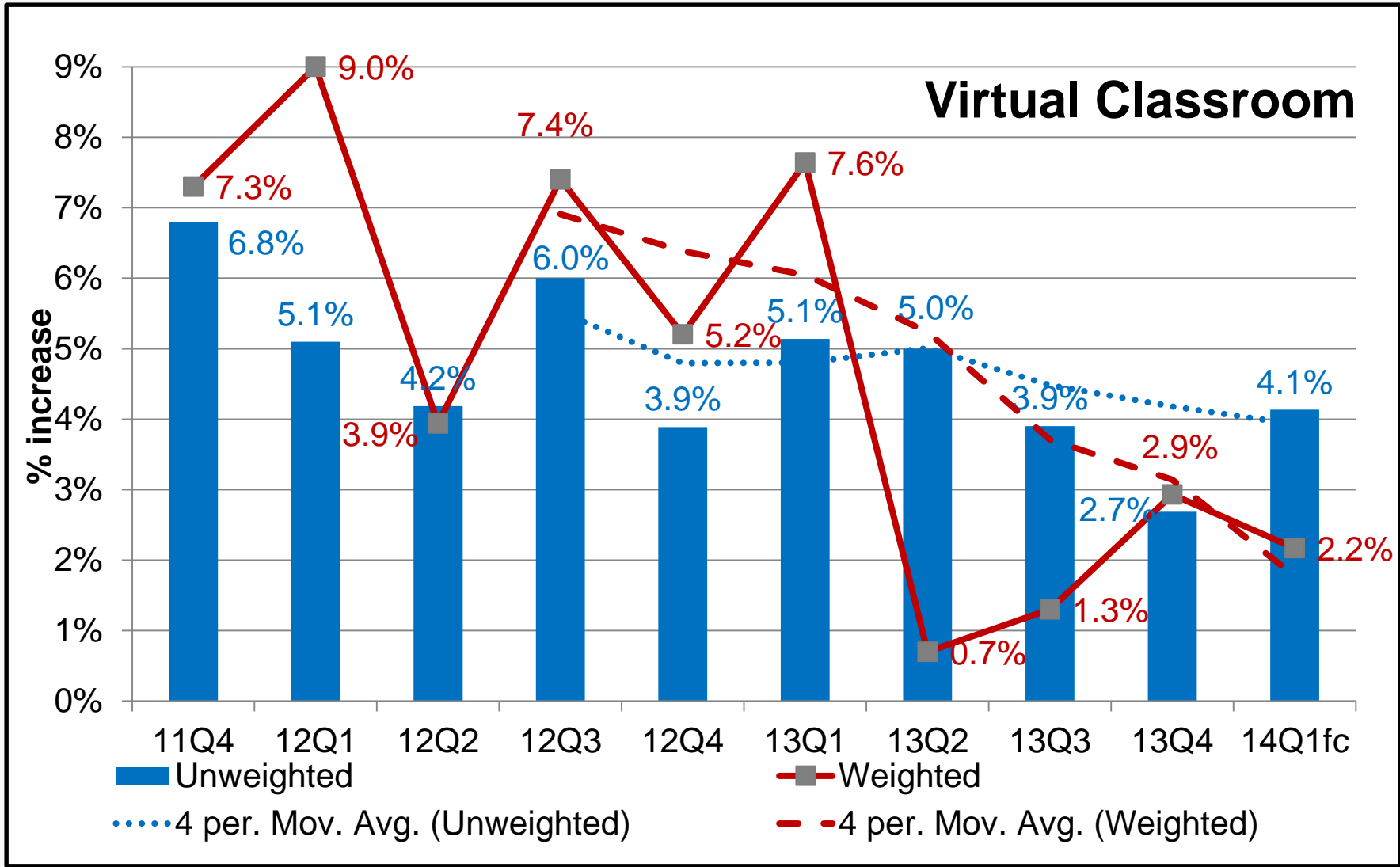


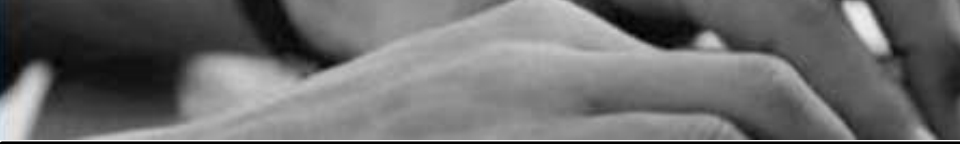
WW Live Classroom



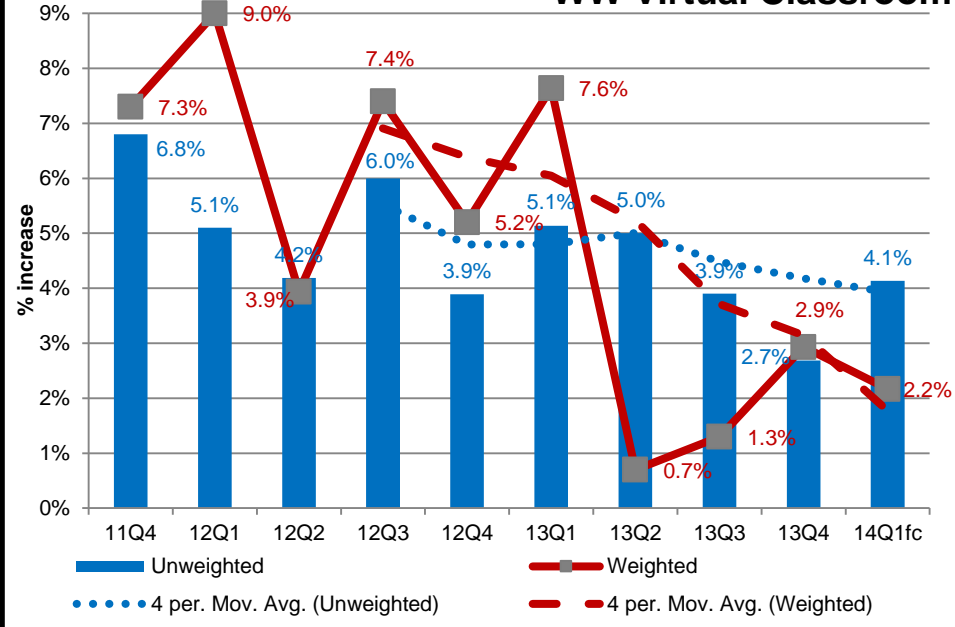
EMEA ILT Revenue



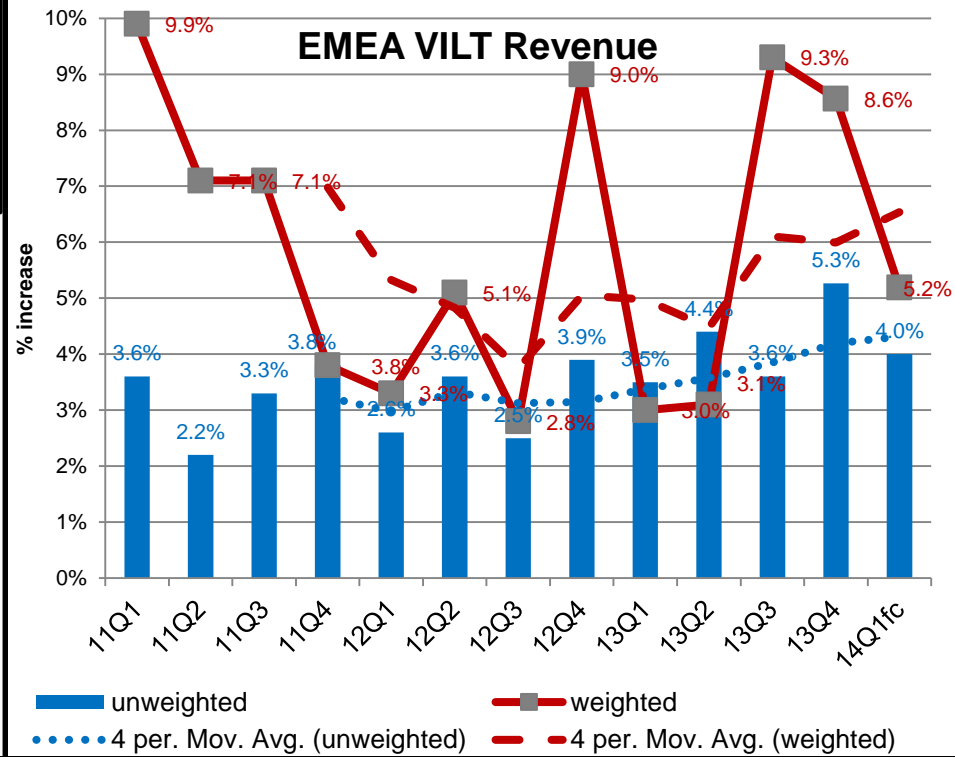




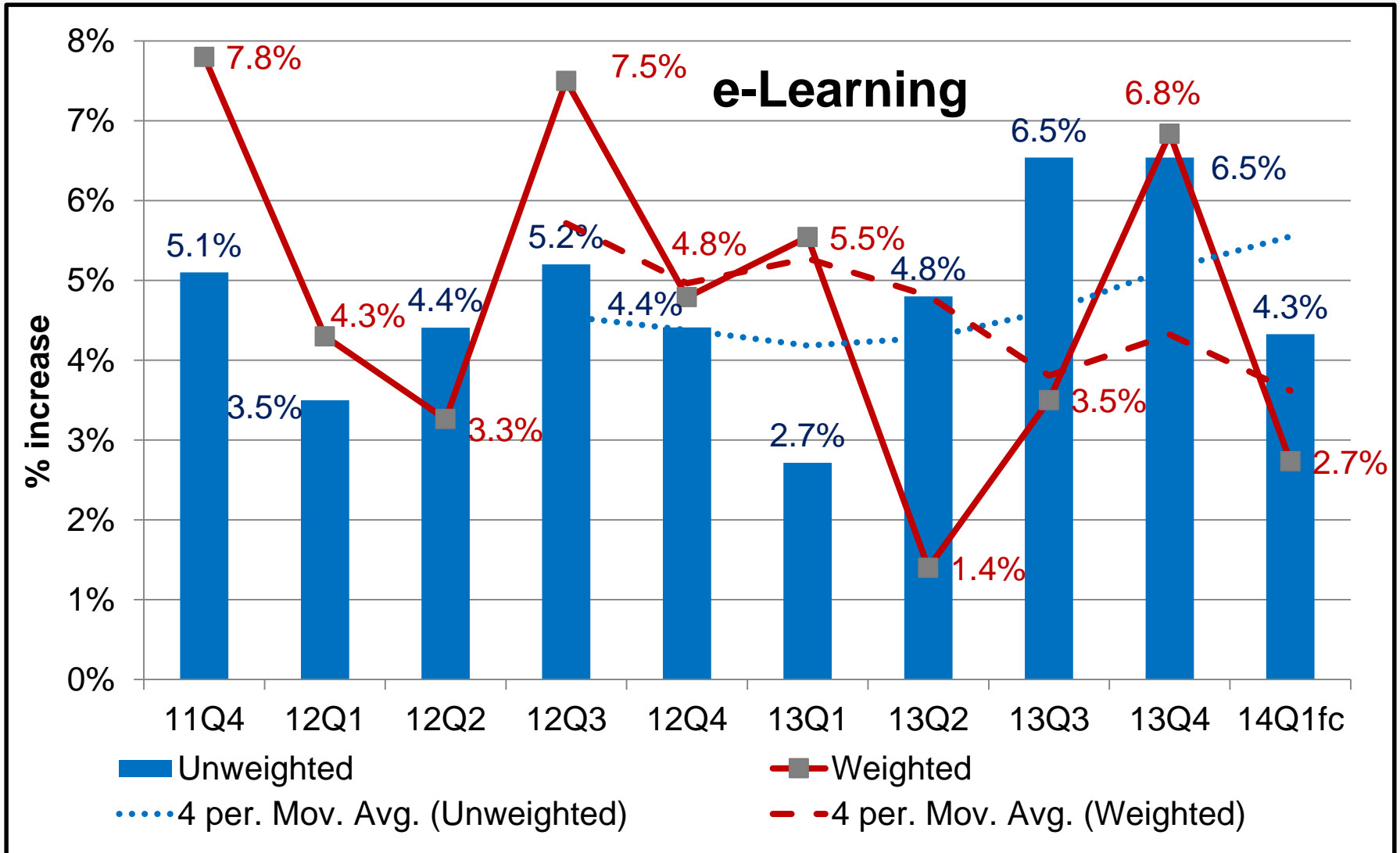
WW Virtual Classroom

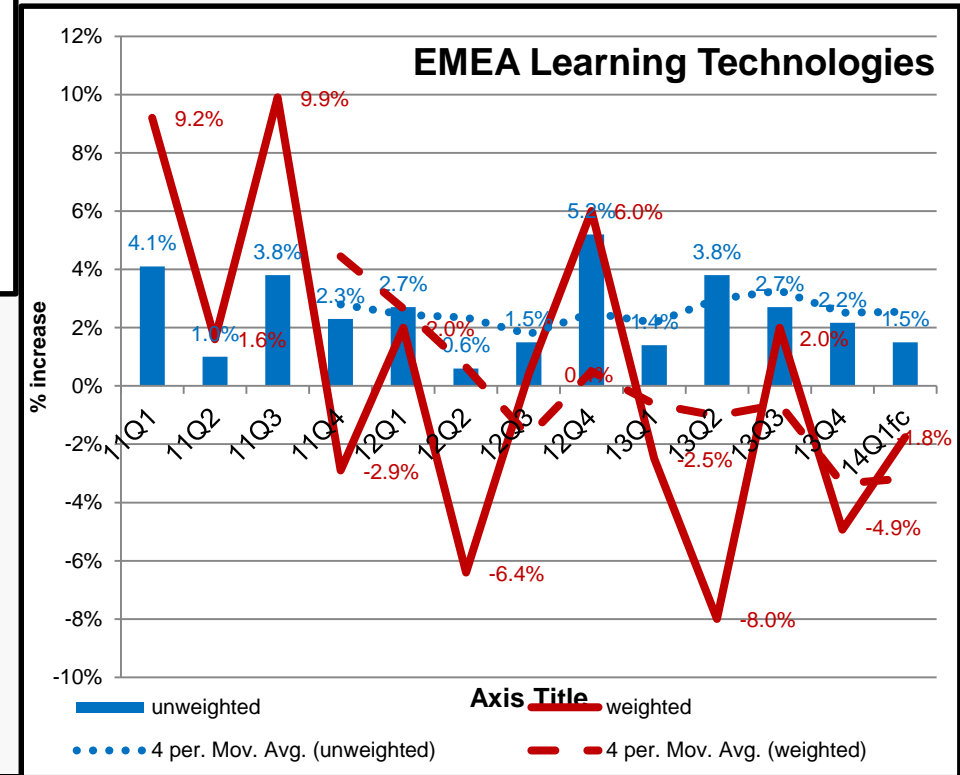
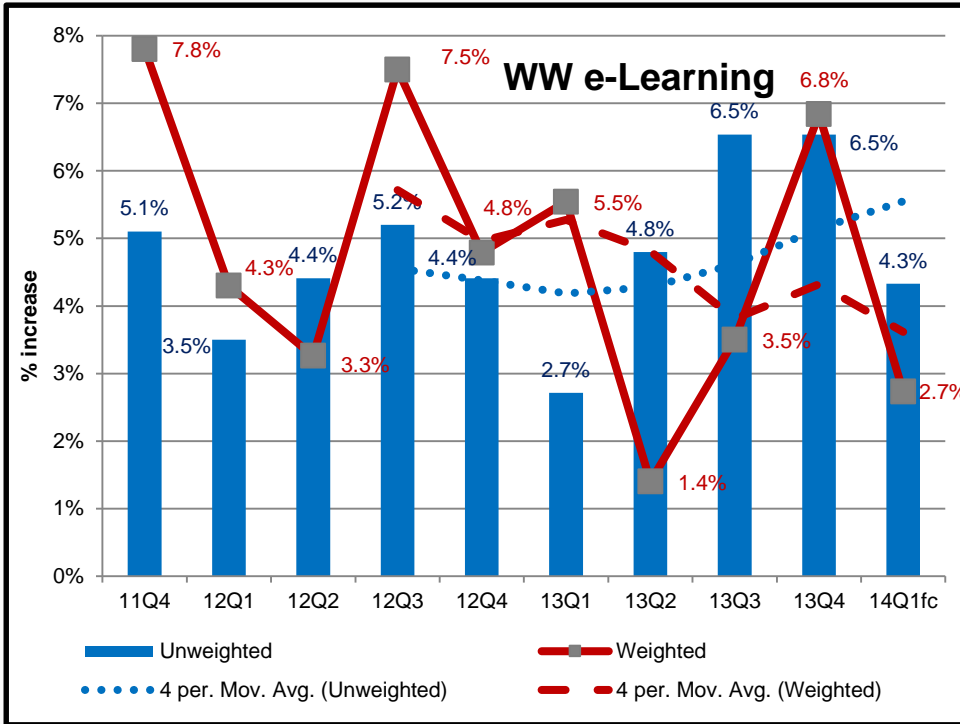


EMEA VILT Revenue

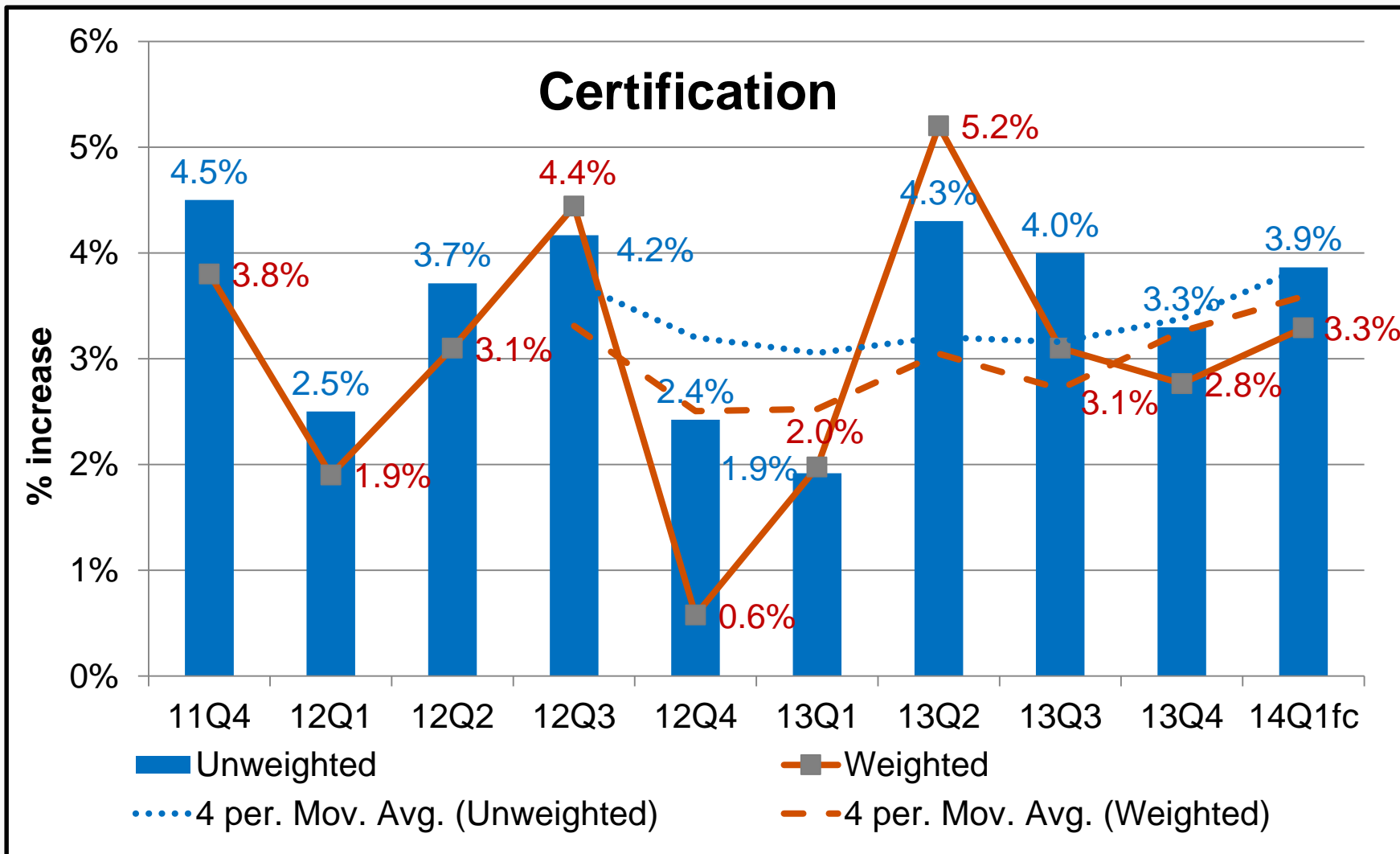


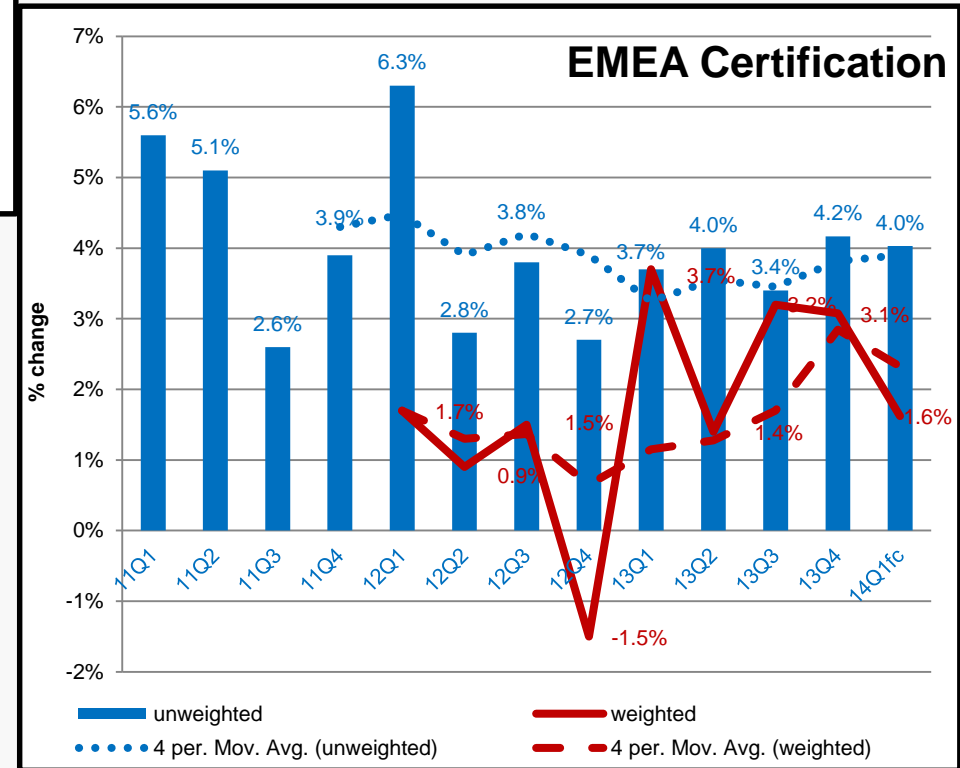
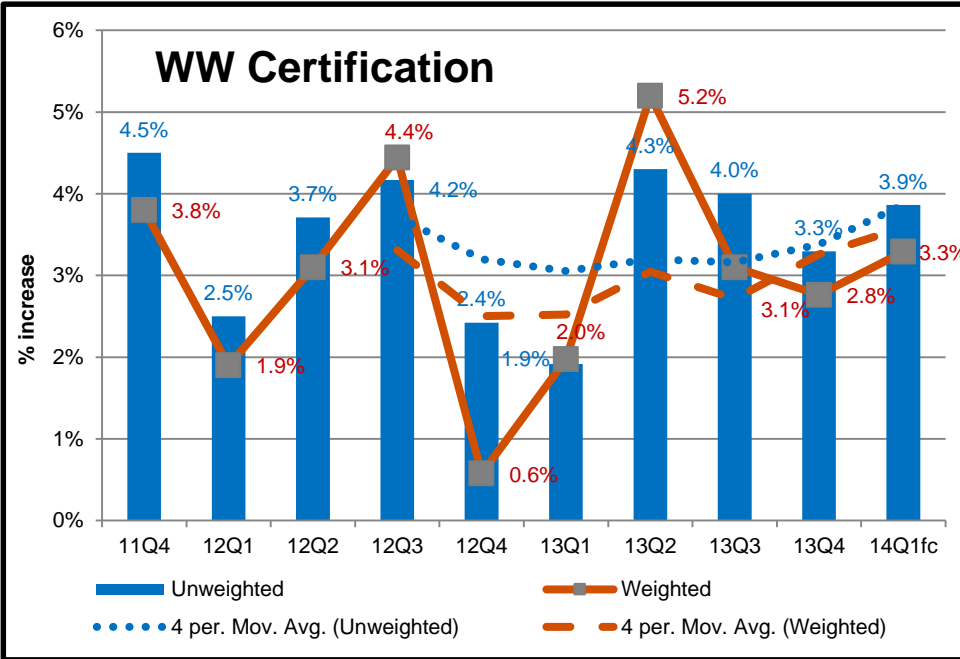
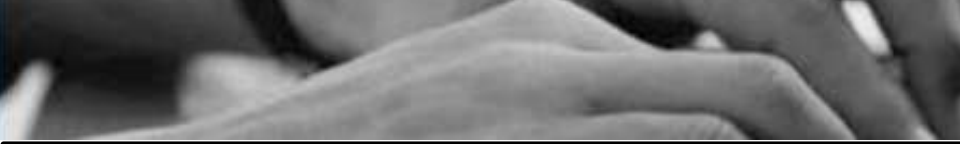
Special Interest Groups





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Questions?