# Gathering The Feedback That Matters





# Agenda

- Why gather feedback?
- How to gather feedback
- Using: building evaluation form
- Using: reporting on evaluation form





# Why Gather Feedback?



- 1. Gain an understanding of your learners
- 2. Help you improve your training for future participants
- 3. Re-confirm that you're getting your training right
- 4. Provide evidence that your training is adding value, or isn't...





## How to Gather Feedback: Best Practice

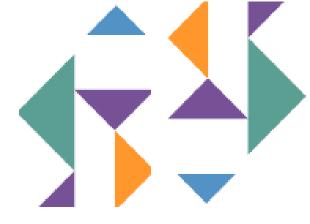


- 1. Workflow Survey Reminders
- Workflow Survey Response as trigger for Certification





# How to Gather Feedback: Best Practice



- 1. Use simple, direct language
- 4. Avoid leading questions

2. Be specific

5. Ask one thing per question

3. Break down big ideas into multiple questions

6. Use more interval questions





# How to Gather Feedback: Best Practice

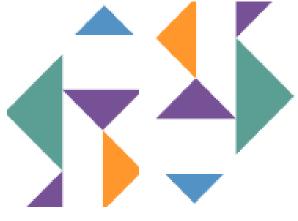


- 1. Avoid bias
- 2. Avoid framing
- 3. Avoid incomplete options





# How to Gather Feedback: Question Types

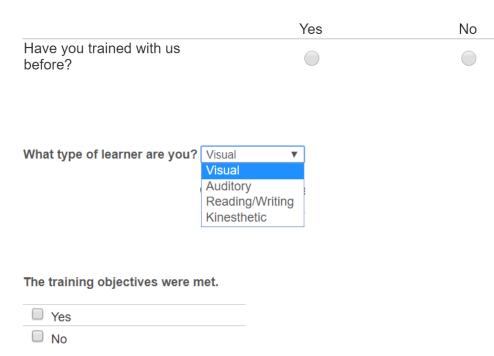


- 1. Categorical questions
- 2. Ordinal questions
- 3. Interval questions





# Categorical Questions





- Understanding Your Learners
- Re-confirm that you're getting your training right





# **Ordinal Questions**



### Rank the following topics in order of importance 1 - 5

	1	2	3	4	5	
Planning						
Quality	0					
Risk	0					
Organisation						
Change Management	0					

### Rank the following in order of quality 1-5

	1	2	3	4	5
Training Materials					
Training Venue					
Training Facilitator	0				
Training Assessment	0				
Practical Session	0				

- Understanding Your Learners
- Improve your training
- Re-confirm that you're getting your training right





# **Interval Questions**

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
The trainer was well prepared.					
The trainer was knowledgeable about the training topics.	0				
The content was organised and easy to follow			0		
	1	2	3	4	5
What is your understanding of the topic?			0	0	
	1	2	3	4	5
Training Session - Overall Rating					



- Re-confirm that you're getting your training right
- Help you improve your training for future participants
- Provide evidence that your training is adding value









### What type of learner are you?

Visual: 26 / 97 (26.80%)

Auditory: 32 / 97 (32.99%)

Reading/Writing: 24 / 97 (24.74%)

Kinesthetic: 15 / 97 (15.46%)

### The training objectives were met.

Yes:

62 / 95 (65.26%)

No:

33 / 95 (34.74%)

- Percentage Based Reporting
- 1. Gain an understanding of your learners
- Help you improve your training for future participants
- 3. Re-confirm that you're getting your training right





# Using: evaluation form report

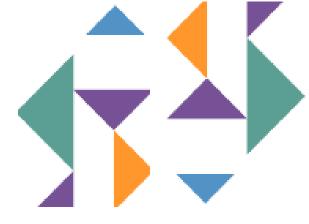




- Score Based Reporting
- Help you improve your training for future participants
- Re-confirm that you're getting your training right
- 3. Provide evidence that your training is adding value, or isn't...







# Q&A







# **Up next:**

Mapping a Customer Experience Strategy

Gainsight, specialists in customer success will share best practice with you and give you insight into developing a successful customer experience strategy.



