



# Handbook of Training Evaluation and Measurement Methods (Improving Human Performance)

*By Jack J. Phillips, Patricia Pulliam Phillips*

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This new, third edition of Jack Phillips's classic Handbook of Training Evaluation and Measurement Methods shows the reader not only how to design, implement, and assess the effectiveness of HRD programs, but how to ultimately measure their return on investment (ROI). Each chapter has been revised and updated to include additional research, expanded coverage, and new examples of Dr. Phillips's case studies. Seven entirely new chapters have also been added, focusing largely on ROI.

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About the Author

Jack J. Phillips, PhD, is a world-renowned expert on measurement and evaluation and chair of the ROI Institute, Inc., which provides consulting services, workshops and keynote addresses for Fortune 500 companies and major organizations around the world. He developed the ROI Methodology<sup>®</sup>, a revolutionary process that provides bottom-line figures and accountability for all types of training, performance improvement, human resources and technology programs and is used worldwide by corporations, governments and non-profit organizations. His expertise in measurement and evaluation is based on nearly thirty years of corporate experience in five industries. He has served as training and development manager at two Fortune 500 firms, senior HR officer at two firms, president of a regional federal savings bank, and management professor at a major state university. Phillips is the author or editor of more than 30 books and more than 100 articles.

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