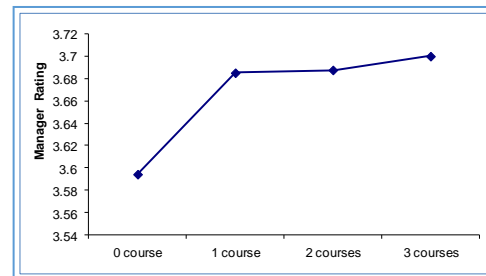
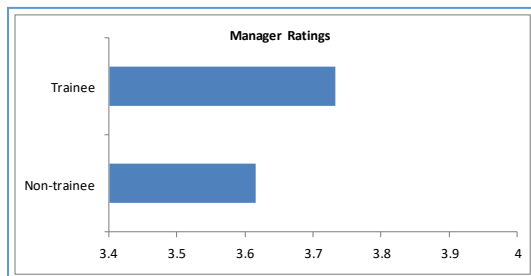


Case Study

Quantifying the Impact of an Ivy League Business School Marketing Education Program

Problem: The organization was spending over a million dollars on a marketing education program offered by an Ivy League business school. The leadership asked for justification that the program delivered measurable improvements in the marketing capability of the participants.

Solution: The learning and development team was under pressure to quantify the outcomes in a relatively short timeframe (eight weeks). We developed an analysis strategy that leveraged existing competency assessments and performance evaluation data to isolate the impact of the marketing education program. Using advanced statistical techniques (analysis of covariance and regression analysis) we were able to show a statistical and meaningful difference between trainees and non-trainees.



Results: The analyses revealed a measureable difference between trainees and non-trainees. It also provided insights for cost optimization. In particular, we found taking more marketing courses was not related to higher job performance. There were some additional surprising managerial practices that became visible, which was minimizing program impact. These insights allowed the organization to restructure the program deployment to maximize learning outcomes.

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