

TRAINING SURVEY EVALUATION DEVELOPMENT

1. What were the stakeholder's expectations of the training?

The stakeholders in most companies will be the management who decided to implement the training. What expectations did they have?

2. What were the goals of the training?

Every training course must be designed to meet specific goals. The questions you ask in a level 1 evaluation survey should reflect those goals.

3. What are the goals of the evaluation?

To create a successful survey, you must consider the goals of the evaluation. What are you trying to evaluate and why?

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Effective survey questions should be:

- linked to business objectives or stakeholders' expectations
- linked to the training objectives
- balanced in number to ensure quality but also high response rates
- Clearly written
- Free from bias (more about that in our whitepaper for determining the impact of training)
- Accommodate all possible answers (multiple choice or open-ended responses)

When writing questions, you must not assume that the respondents know how to answer them. To be valid, each question should be clear so that the learners have a clear idea about how to tackle each question. You should also be sensitive to ethical and moral issues.

10 TRAINING EFFECTIVENESS SURVEY QUESTIONS TO ASK

<https://kodosurvey.com/blog/10-training-effectiveness-survey-questions-ask>

The following ten sample questions should provide a helpful example of the types of questions you may wish to include in a participant response survey.

Question #1. Did the training content meet your expectations?

Question #2. Was the size of your training group appropriate?

Question #3. How would you rate the quality of the training?

Question #4. Was the mix of presentations and activities suitable?

Question #5. How would you rate the quality of the instructor?

- What was the instructor's level of content knowledge?
- How was the speed of delivery?
- How would you rate their organization and preparation?
- How was their enthusiasm?

Question #6. Did you learn anything new?

Question #7. Was the training relevant to your needs?

Question #8. Was the course practical and/or easy to apply?

Question #9. Would participants recommend the training?

Question #10. Do you have any suggestions to improve this course?



IMPROVE THE USER-FRIENDLINESS OF YOUR SURVEY

While the particular questions you ask will depend on the stakeholders' expectations, the goals of the training and the goals of your evaluation, there are certain techniques you can use to improve the quality and usefulness of your survey.

Balance the number of questions

Keep in mind that the fewer questions you have the higher completion rate you will likely have as well. However, more questions are more likely to render high quality in the reporting later on. Make sure to find the right balance.

Keep the question short

Keep the questions brief and clear. Avoid using abbreviated words or jargon.

Put the questions in a logical order

Structure your questions so that those requiring a simple 'Yes' or 'No' response come first and more open-ended responses come later.

Keep each question separate

Avoid 'branching' questions where one question is dependent on the response to the previous question. Branching will lead to confusion and lower the response and/or completion rate of your survey. Separate each question to make it as clear as possible.

Conduct a pilot test

Before deploying your survey, it's a good idea to test them on a small sample group. Share the questions with stakeholders to ensure they are linked with their expectations. Conduct a pilot test with people from your target audience. You may contain an additional open-ended question such as 'Please let us know of any difficulties or complications in completing this survey. This can give you valuable feedback as to which questions need rewording or revising.

ONLINE SURVEY TOOLS

Google Forms, <https://docs.google.com/>

- Unlimited surveys
- Unlimited respondents
- Survey answers and data are automatically collected in Google Spreadsheets
- Lots of theme options
- Add your own custom logo
- Add images or videos
- Skip logic and page branching
- Embed survey into emails or website
- Add collaborators
- 100% free!

Typeform, <https://www.typeform.com/surveys/>

The free version, nicknamed the CORE plan, has a ton to offer, including:

- Unlimited questions
- Unlimited answers
- Data export
- Custom design themes or choose from templates
- Basic reporting

Zoho Survey, <https://www.zoho.com/survey/>

The free version gives you:

- Unlimited surveys
- 15 survey questions
- 150 responses

Survey Monkey, <https://www.surveymonkey.com/>

In the free version, you'll get:

- 10 questions. 100 respondents
- 15 question types
- Light theme customization and templates
- The system is well designed, pretty easy to use, and you can embed surveys.