

# Rapid LMS service perfect when you've got no budget—it's free

Vignettes for Training of Pasadena, Calif., is offering its Rapid LMS service free of charge for 18 months to qualified U.S. member organizations desiring an Internet e-learning application that can help publish courses, register, track and deliver programs through a hosted secure server. With the service, users can develop content for three programs, register and track 500 participants and generate progress reports. Users retain the rights to the content, and Vignettes for Training

Users can develop contents for three programs for up to 500 participants.

promises it will never sell data about you or your company.

Sound too good to be true? Well, "free" does have its limitations. No streaming video is permitted, and free users are only allowed 50 megabytes of

server space. You'll also get no human technical support, although Vignettes for Training does provide online help and demos. So, what's buried in the fine print? Nothing, the company says.

Vignettes for Training derives almost all of its revenue from consulting, hosting fees and software and content development and is hoping that the free subscribers will like what they see enough to contract for its consulting and workshop services. For more details, visit [www.vignettestraining.com](http://www.vignettestraining.com). —J.K.

# Measuring ROI

**Ask the right questions to measure ROI**  
Measuring the impact of training comes down to asking the right questions to find the data that can be linked to changed behavior, Richard J. Wagner and Robert J. Weigand argue in the new book *Measuring Results of MBTI Type Training, ROI in Action*. Wagner, a former corporate trainer who is currently professor of management at the University of Wisconsin-Whitewater, and Weigand, the director of management training and development at St. Luke's Hospital and Health Network in Bethlehem, Pa., use implementation of the Myers-Briggs Type Indicator personality assessment tool to illustrate how training's ROI can be gauged.

Most organizations and companies are only measuring the effectiveness of training at the most superficial levels, such as simply asking students to rate how happy they were with a learning program, or how much information they will take back to the office, Weigand says. Just how much of the training ends up making a difference in the work of employees isn't usually looked into because it is thought of as impossible, or too difficult to measure.

To make figuring out training's ROI easier, the authors try to show trainers how the worth of training programs can be measured using the easy-to-attain data that's right in front of them. "We believe if you ask the right questions, and go to the right data sources in the organization, if the data is there, you can find the data out and link it to changed behaviors," he says.

In one case of applying their evaluation method to use of the Myers-Brigg tool, which assesses personality

type, for example, Weigand says a department head at St. Luke's was able to successfully pitch a change of work schedule to subordinates thanks to the tool.

The head of biomedical engineering had a goal of reducing overtime expenses in his department. He realized that tinkering with the work schedules of his employees could significantly impact costs for the better, but he worried that workers, used to their old routine, would react unfavorably to the changes. "Because of his use or understanding of type," Weigand explains, "he knew he had to be sensitive to some of the reactions to the staff."

This department head was able to get his approximately 20 workers to agree to the shift in schedules at least partly because he knew how to sell the idea to each of them. As a result of getting employees to go along with the change in routine, he saved his department between \$81,000 and \$100,000 in reduction of overtime pay this year, Weigand says.

For information, or to purchase a copy of the book, visit [www.cpp.com](http://www.cpp.com). —M.W.

**77%** of companies do not have enough successors to their current senior-level managers working in their organizations, according to Right Management Consultants in Philadelphia.