


Session 501

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Back to the Impact: Measuring the Value of a
Program Without a Pre-Built Strategy

Learning Data & Analytics

 **ONLINE CONFERENCE**

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Accelerate Your Measurement Momentum to 88 MPH

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Session Overview

You've just time-traveled across your learning program's past, present and future using the **Impact Capacitor** model. This handout includes:

- Every **AI prompt** shared in the session
- **Active learning spaces** for integration and reflection
- Simple resources to help you build your own **Impact Study**



Part 1 | The Future | Outcome Visioning

AI Prompt | Wild Success Visioning

“We’re looking to [describe program]. It’s important to the organization to align to mission, vision and values [ensure model is trained on company culture]. First, let’s do some outcome visioning and brainstorm what this program would look and feel like if it were ‘wildly successful.’ What are some of the outcomes you can imagine — macro, micro and in-between?”

My Notes / Vision of Success

AI Prompt | Value Proposition

“Let’s create a summary of why [program] is needed. Can you help me create a compelling paragraph that introduces the concept of [outcomes of program] using the Challenger selling methodology’s four-step choreography? Could you provide some compelling statistics (with references) about how [consequences of lack of program] has been costly for [industry] organizations in the past? Please provide APA 7th edition-style references.”

Challenge My Problem Solves

Stats or Proof I Might Use

AI Prompt | Future Headlines

“Imagine we’re heading into a C-suite pitch affirming the value proposition for [program]. What headline statements would we love to share, and what supporting evidence could validate them?”

Headline I’d Love to Share

Evidence That Could Support It

Part 2 | The Past | Data Feasibility

AI Prompt | What to Measure + How to Capture It

“Let’s categorize success using this taxonomy: (1) Reaction, (2) Learning, (3) Behavior Change / Lead Measures, (4) Results / Lag Measures, (5) ROI. And who or what could confirm each? Please create a table of: (1) What we measure, (2) Potential metrics, (3) Sources of data.”

Quick Table | Add Your Program's Measures

What We Measure

Metrics

Data Sources

AI Prompt | Marketplace Tools

“Are there commonly used and trusted diagnostic tools for [topic] we should explore?”

Diagnostic Tools or Benchmarks I Might Explore

Feasibility Review Key

Use this model to evaluate your data access:

- Green = easily accessible
- Amber = exists, but takes effort
- Red = difficult or not worth the effort
- Blue = not yet evaluated

Color Code 2-3 Metrics You Use Regularly

Part 3 | The Present | Impact Study

AI Prompt | Analyzing Study Results

“Hello! I’d love your help analyzing the results of our [Project Name] Impact Study. Attached are the study description, methodology, cohort details, and measurement data. Our goal was to validate the following statements: [list headline statements]. Based on the data provided, please analyze whether each statement is supported and explain why or why not.”

What Data Am I Gathering Today?

How Could AI Help Me Interpret It?

Final Reflection
