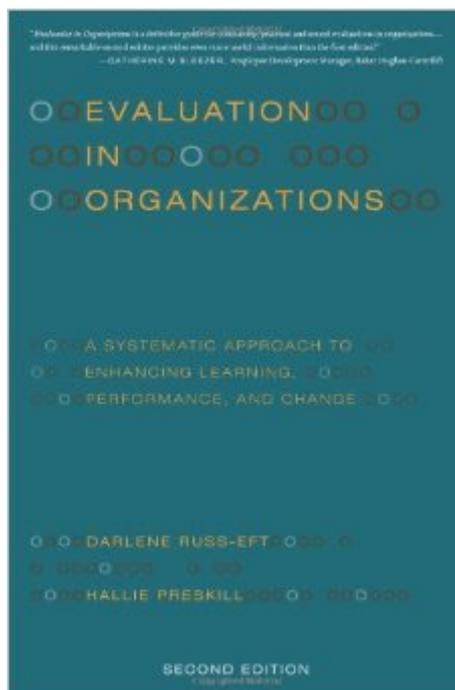# Evaluation In Organizations: A Systematic Approach To Enhancing Learning, Performance, And Change

Synopsis

From new product launches to large-scale training initiatives, organizations need the tools to measure the effectiveness of their programs, processes, and systems. In Evaluation in Organizations, learning theory experts Darlene Russ-Eft and Hallie Preskill integrate the most current research with practical applications to provide a fully revised new edition of this essential resource for managers, human resource professionals, students, and teachers.

Book Information

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The subtitle correctly indicates what Russ-Eft and Preskill's primary objective is: To present and explain "a systematic approach to enhancing learning, performance, and change" throughout any organization, regardless of size of nature. They succeed brilliantly. The material is presented as follows:Part I: Background and Context of Evaluation (Defining Evaluation; The Evolution of Evaluation; Evaluating Learning, Performance, and Change Initiatives; and The Politics and Ethics of Evaluation Practice)Part II: Designing and Implementing the Evaluation (Focusing the Evaluation; Selecting the Evaluation Design; Choosing Data Collection Methods; Observation and Archival Data; Surveys and Questionnaires; Individual and Focus Group Initiatives; Sampling; and Analyzing Evaluation Data)Part III: Maximizing Evaluation Use (Communicating and Reporting Evaluation Activities and Findings; Planning, Managing, and Budgeting the Evaluation; Evaluating the Evaluation; and Strategies for Implementing Evaluation in Organizations)The authors then provide a comprehensive audit mechanism (with specific directions) in an appendix to the three-phase

system: "The Readiness for Organizational Learning and Evaluation Instrument (ROLE)" developed by Hallie Preskill and Rosalie T. Torres. For those in need ot supplementary resources, a substantial References section is also provided.Here is a brief excerpt: "Evaluation can be viewed as a catalyst and opportunity for learning -- learning what works and what doesn't work, learning about ourselves and the organization, and learning how to improve what we do in the workplace. As such, it can provide new understandings and insights into our programs, processes, products, and systems.

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