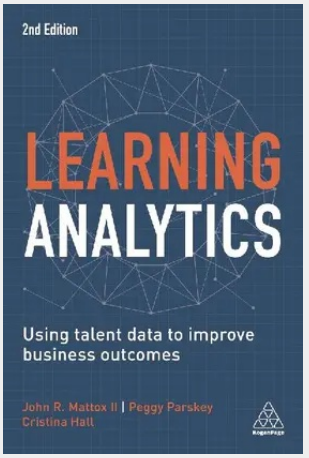
Hall / Mattox / Parskey

Learning Analytics

Using Talent Data to Improve Business Outcomes



Effective evaluation and measurement of learning and development initiatives is critical to maximise the impact of training, identify gaps for improvement and ensure that efforts are aligned to the business' needs. ***Learning Analytics*** outlines how analytical approaches can respond to these challenges, the types and benefits of technological solutions and how to ask the right questions of organizational data in order to build a learning organization that boosts performance and competitive advantage. Drawing upon case studies from organizations who have applied such approaches such as The Gap, Hilton Worldwide University and Seagate Technology, ***Learning Analytics*** will enable those involved in learning and development to make the business case for their activities and deliver an evidence-based service to their organizations. Alongside updated chapters on learning technology tools and moving beyond learning analytics to talent management analytics, this second edition also features new content on measuring informal learning, increasing data literacy, and framing L&D's contributions through a portfolio evaluation approach.

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