

# MOTIVES –

## Measuring Organisational Training: Illustrating Value, Economic & Social



### Introduction:

The Ballymun Job Centre (BJC) on behalf of the MOTIVES Partnership welcomes you to this their inaugural **MOTIVES** newsletter.

**MOTIVES** - a *Transfer of Innovation Project* within the EU's Lifelong Learning Programme, is coordinated by the BJC and includes the IDEAS Institute as a second participating partner from Ireland. The other partners come from:

- Austria
- Germany
- Hungary and
- Italy.

This **MOTIVES** newsletter is designed in a format that aims to respond to a set of initial questions. Further detailed information about **MOTIVES** and the progress of the overall programme is available on its website: [www.motives-sroi.eu](http://www.motives-sroi.eu)

### So What Is MOTIVES?

The **MOTIVES** EU-wide partnership of organisations is developing an online measuring system where employers/SMEs, training consultants and training providers can meticulously evaluate and gauge

the economic and social value of training provided (and funded) by them for their employees.

The **MOTIVES** system is designed primarily as a support for employers/SMEs, training consultants and training providers.

### Why MOTIVES?:

This programme aims to motivate employers/SMEs, training consultants and training providers in the enterprise development and education service **sectors to continue to implement and invest in training of their employees**, especially during the current economic downturn.

**MOTIVES**, using SROI (*Social Return on Investment*) methods will **clearly indicate both the social and the economic value of training** investment outcomes to employers/SMEs.

Many SMEs use quality assurance frameworks to measure the impact of employee training. The majority of these frameworks advocate carrying out an evaluation of the training, usually when it has been completed.



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The evaluation processes used often focus attention on the more simplistic self-reporting questionnaire style of methods.

These methods can fail to maximise the true value of training so, in these economic times where sustainability of business is paramount, there is a need for a more encompassing evaluation approach that illustrates for employers/SMEs the comprehensive value of the training provided for employees in terms of **competitiveness, innovation and social merit**.

#### Tell me more about this SROI Method of Measuring?

- SROI is an evaluation **framework** for measuring and accounting for the value created by an organisation, service, project or activity.
- SROI measures **change** in ways that are relevant to the people or organisation that experience or contribute to it.
- It tells the **story** of how change is being created by measuring outcomes and uses monetary values to represent them.
- The story of change enables a **ratio** of benefits to costs to be calculated. For example a ratio of 1:3 indicates that an investment of €1 delivers €3 of social value. It does not represent an actual financial return.
- SROI is about **value** rather than money. Money is simply a common unit and as such is a useful and widely accepted way of conveying value.
- It is a **story of change** on which to base decisions, that includes case studies, qualitative, quantitative and financial information

There are a number of principles which underpin the SROI process and the **MOTIVES** system

- Involve stakeholders
- Understand what changes
- Value the things that matter
- Only include what is material
- Do not over - claim
- Be transparent
- Verify the result

The MOTIVES System will consist of a number of core aspects. These include the creation of comprehensive *profiles*:

- Training Profile
- Employer Profile
- Employee Profile
- and a profile of the necessary SROI process

#### Is MOTIVES itself Measured by any Quality Assurance Process?

**MOTIVES** activities will be comprehensively measured and evaluated using the European Common Quality Assurance Framework (*CQAF*).

#### Who from the Employers/SME sectors is advising the MOTIVES Network of Partners?

A number of key employer cluster networks and Trade Unions are assisting and advising the MOTIVES network on how best to promote the use of the comprehensive evaluation methods into the future.

Would you like to chat to someone to gain further practical information about **MOTIVES** ...then Contact?

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