

ASTD 2010 International Conference & Exposition Session Evaluation Report

Title: Building Business Acumen® : Gaining Personal Credibility

Speaker(s): Kevin Cope

Session Number: W102

Session ID: 5669

Sample Size: 124

| Please indicate the degree to which you agree or disagree with these statements about the session. | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) | Session Average | Median Session Average | Percentile Score for This Session |
|---|-----------------------|--------------|-------------|-----------|--------------------|-----------------|------------------------|-----------------------------------|
| Overall, I was satisfied with the session | 1% | 0% | 3% | 25% | 71% | 4.7 | 4.2 | 90% |
| I will use the content in my work or life | 1% | 3% | 5% | 28% | 63% | 4.5 | 4.2 | 77% |
| Materials provided by the speaker were well done and supported learning (e.g. slides, worksheets, PDF downloads, digital formats, etc.) | 1% | 0% | 2% | 26% | 72% | 4.7 | 4.1 | 93% |
| The learning objectives were met | 1% | 2% | 4% | 27% | 66% | 4.6 | 4.2 | 85% |

| Do you agree or disagree with these statements about the facilitator, Kevin Cope? | Strongly Disagree (1) | Disagree (2) | Neutral (3) | Agree (4) | Strongly Agree (5) | Speaker Average | Median Speaker Average | Percentile Score for This Speaker |
|---|-----------------------|--------------|-------------|-----------|--------------------|-----------------|------------------------|-----------------------------------|
| Knows subject matter well | 1% | 0% | 1% | 14% | 84% | 4.8 | 4.6 | 77% |
| Has excellent presentation skills | 1% | 0% | 1% | 14% | 84% | 4.8 | 4.4 | 93% |
| Delivery methods support learning | 1% | 0% | 1% | 17% | 81% | 4.8 | 4.4 | 90% |

Speaker/Session Average: The session/speaker average shows the average for this session/speaker on each metric on a 1 to 5 scale, (1 being strongly disagree and 5 being strongly agree). The median session/speaker average shows the score for the median session/speaker on that metric.

Median Session/Speaker Average: Shows the median score for all speakers/sessions at this conference.

Percentile Score: The percentile score displays the percentage of sessions at this conference which this session scored higher than on this metric on a range from 0 to 100, with 100 indicating this is the highest ranked session and 0 indicating the lowest ranked session for the metric at this conference.

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| Session Demographics | | % of Session Attendees |
|--|-----------------------|------------------------|
| Do you have at least one tangible idea from this session to implement in the next 30 days? | % Saying Yes | 92 |
| | % Saying Basic | 43 |
| What level of knowledge did you have of the topic prior to the session? | % Saying Intermediate | 50 |
| | % Saying Advanced | 7 |

| Session Verbatim Comments |
|--|
| A lot of energy – excellent great audience participation |
| Good |
| This session alone was worth every penny I paid for the conference! It was so valuable I am going to completely change my approach to T & D. |
| Great presentation! |
| Great session! |
| Excellent session! |
| In my 40 years of owning business and working for a large corp, most still do not understand the importance of people. |
| Repeat comments from audience so everyone can hear |
| Excellent |
| Good points except customer service – Nordstroms is not # 1 (Kohls is) and doesn't have the highest profit margin |
| Amazing session! Thank you |
| Did not realize the focus was on sales. As a non-profit-did not apply. Thought it would be more introspective |
| Better understanding in layman's terms of the fine bush, dreners. Will pick up job aid in your booth usp, appreciated how the handled feedback from bear of room of when he acknowledge answers from audience. Kudo's & well done! |
| Excellent session – one of the best so far interesting interaction lively session – clear, concise delivery. Presentation talks to rather talks at audience. |
| The “how do you impact” questions were very helpful in terms of connecting concepts with application |
| I've attended several financial intel sessions before, first one that actually , “stuck” with me! |
| Very good |
| My husband is a stockbroker & I know you were right on with the companies! |
| Very useful information that was well delivered. Great session |
| The best presentation I have attended at the conference. My take away is I need to show my company the cost (vs) return for building my corporate university institute... this is what I have been missing! |
| Knew more than I realized made a detailed topic plainer & understandable |
| Great presentation style |
| Excellent! |
| Excellent clean presentation – not over the top; the applied it to all fields of business of life. Thanks! |
| Learn more about my company's financials! |

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|---|
| Eye opener! Thank you for the yahoo! |
| Great session. Great speaker. Thank you |
| Great speaker very knowledgeable beautiful family |
| Best session I attended this week. Valuable info well-presented, well-organized the value to me was very clear. |
| Great speaker! Very knowledgeable & highly credible exceeded my expectations |
| Listed the use of the 5 drivers so a window into basic business principles. |
| One of the best |
| Enjoyed content and quick pace but still kept group engaged for whole session |
| Excellent basic knowledge for all learning professionals |
| Very much needed for training professionals. Kevin did a good job explaining the basics of this in an easy to understand way. |
| Well organized, well presented session difficult concepts in understandable firms! |
| Great |
| Excellent information! |
| Good involvement & overview of a large & potentially confusing topic array |
| Kept it active & live, not easy when facilitating a session like this. |
| Thanks for the handout really helped! |
| Good summary useful too |
| Good employer |
| Great! The best session in conference! |
| Very informative & the speaker is very energetic (inspiring) |

