



Work Psychology Group
Thinking differently



Evaluating the Measurable Impact of an Innovation Training Initiative

Client: The Kuwait Foundation for the Advancement of Science.

Summary

Work Psychology Group were commissioned to evaluate the effectiveness of an innovative training programme by the Kuwait Foundation for the Advancement of Science. Interviews and online surveys were conducted to gather perceptions as well as the cognitive, behavioural and motivational outcomes of the programme.

Objective

KFAS, in collaboration with Berkeley University, has established an exciting and unique training programme, designed to drive innovation in Kuwait's private sector. The Innovation Challenge Programme aims to develop participants' propensity for innovation, through the development of the innovative capability of small teams of attendees from local companies. WPG were commissioned to undertake an independent review of the programme and explore its impact on individual and team outcomes.

Our Approach

The programme consists of workshops, site visits to organisations in Silicon Valley in the USA and a series of practical activities, involving real business challenges and the implementation of new initiatives within their organisations. We drew upon our extensive experience in measuring the impact of training interventions to design a framework that enabled appraisal of individual and team outcomes pre, post and eight months following the programme.

Using the latest evidence based approaches, we explored the impact of the programme from the perspective of the participant and their line managers. This multi-method approach included an online survey and facilitation of face-to-face interviews. Here we explored cognitive, behavioural and motivational outcomes, in addition to training satisfaction and effectiveness, team climate and the transfer of skills learnt during training, back into the workplace.

Results and Outcome

Participant responses and reported behaviours as a result of the programme were very positive. They viewed the content and delivery of the programme to be effective, and reported an increase in skills and knowledge, as well as indicating that they had successfully transferred their innovation learnings back into the workplace. Specifically, participants reported that the programme had enabled them to establish new methodology, behaviours and thinking within their organisations.

The outputs also explored the influence of organisational factors on transfer of learning. Participants reported that they were more likely to transfer their learning back into the workplace where their organisational leaders actively promoted innovation, were in regular communication with teams, and allowed for flexibility in the team members' roles and working practices.

Continuing Work

KFAS is continuing to deliver the Innovation Challenge Programme for teams in the private sector in Kuwait. KFAS is committed to continuing to evaluate the programme to help decision makers at KFAS to make an informed decision on the way forward for this activity, in terms of efficacy in running and managing the program, learning gain, and impact on business growth.