

Stakeholder Reporting Design Checklist

A one-page checklist for designing learning reports that drive decisions: audience and decision, the evaluation ladder, report design, and governance and accessibility.

A. Audience & decision - one report per decision

- Name the audience and the single decision the report drives
- Learner: their progress + one next step (no raw telemetry)
- Instructor: cohort drop-off, item difficulty, who is falling behind
- Business: aggregate outcome and ROI - never named individuals

B. Climb the evaluation ladder

- Go past completion: reaction, learning, behaviour, results, ROI
- Tie a counted business result to a value finance already agrees on
- ROI % = (net benefit / programme cost) x 100; show the arithmetic
- State the causation caveat - argue training caused the result

C. Design a report people use

- Lead with the 'so what' in plain words, not the chart
- Give every number a comparison: baseline, target, or trend
- Match cadence to the decision: live / weekly / quarterly
- Cut everything that does not drive the decision

D. Governance & accessibility

- Scope access by audience: self, your learners, aggregate
- FERPA: disclose only on legitimate educational interest
- GDPR: purpose limitation + data minimisation by design
- WCAG 2.1 AA: never use colour alone - pair with label or shape