

SURE Indicator – A Prototype for SME Exporters to Assess the Impact of Workplace Learning



The project is funded by Häme ELY Center.

SURE Indicator – Evaluate the Impact of Learning on Business

SURE Indicator in a Nutshell:

What is assessed?

Everyday learning – practices, skills, methods. Not just formal training.

How is it assessed?

Traffic light scale:

 **Positive** |  **No impact** |  **Negative**

You can assess individually or in a group.

What are the results used for?

- ✓ **Supporting leadership**
- ✓ **ESG and sustainability work**
- ✓ **Development discussions**
- ✓ **Competence planning**

Also take advantage of the SURE Bot.

With the help of the bot, you can build scenarios to identify future skills needs relevant to your business.

- ◆ **The meter includes three evaluation tables:**

1. Performance | 2. Vitality | 3. Resilience

 **Assess – discuss – lead learning with data.**

SURE Indicator: How to Use the Learning Impact Evaluation Tool

The SURE Indicator is part of the broader SURE model, which supports the future readiness of SME exporters.

This prototype helps SMEs evaluate how continuous workplace learning influences core business areas: performance, vitality, and resilience.




It functions as an internal reflection tool based on the company's own experiences and observations. The meter supports strategic decision-making, responsible growth, and resilience in a rapidly changing world.

The focus is on informal or work-driven learning – such as adopting new practices, skills, and ways of working – not just participation in training.

The indicator provides a basis for dialogue: Has learning made a difference?

You can use the tool flexibly or more comprehensively – the most important step is to pause and reflect on how learning is visible in everyday work and how it impacts business.

Instructions for Use

1. Choose your assessment group:
 - Invite key personnel from the company: management, supervisors, HR and development leaders, as well as employees in different roles.
 - The evaluation can also be done individually.
 2. Evaluate each indicator:
 - Go through the three main areas: performance, vitality, and resilience.
 - Each area includes statements supported by examples.
 - For each statement, assess whether continuous workplace learning has had:
 -  A positive impact: Learning supports business operations.
 -  No clear impact: Learning hasn't yet produced visible change.
 -  A negative impact: Learning causes strain or does not meet business needs.
 3. Discuss the results:
 - In which areas has learning clearly helped?
 - Where is more development or support needed?
 - Where should learning efforts be directed in the future?
 - Discussion may uncover insights that might otherwise go unnoticed.
 4. Use the results in leadership:
 - Identify the most strategically important competence development targets.
 - Integrate learning into your ESG and responsibility initiatives.
 - Leverage the results for data-driven management, decision-making, and communication.
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The Indicator Includes Three Evaluation Tables

- Table 1: Performance – productivity, quality, goals
- Table 2: Vitality – well-being, motivation, collaboration
- Table 3: Resilience – adaptability, continuity, recovery from crises

The results are based on a traffic light scale, making them easy to understand and compare.

Checklist for Effective Use

- Keep the assessment light but discussion-oriented.
- Don't aim for perfection.
- Revisit the results regularly.
- Use the findings to support competence development.
- Apply the meter in development discussions and planning.
- Complement the results with the SURE Bot, which helps build scenarios—alternative future outlooks. These scenarios help identify what kinds of competencies your business will need in a rapidly evolving operating environment.