

**Free Event
A \$99 Value**

A Return-On-Investment (ROI) Workshop Nova Southeastern University, Orlando, FL

**Free Event
A \$99 Value**

Workshop Overview

This four hour workshop introduces the concept of ROI, the fastest growing metric for evaluating HR, OD, Quality, Learning and Development, and other performance improvement initiatives and programs around the world. Participants are exposed to the ROI Methodology, which includes developing objectives, collecting data, isolating the effects of the program, converting data to monetary values, tabulating appropriate program costs, and calculating the ROI.

Participants quickly see the advantage of using the ROI Methodology that collects and analyzes six types of data to prove the value of their project or program. Participants also learn how to show value and accountability measured in terms that executives, managers, and administrators clearly understand—ROI. This interactive workshop takes the mystery out of the use of ROI to manage organizational metrics linked to performance and bottomline results.

Workshop Learning Objectives

After completing this workshop, participants should be able to:

- Identify the drivers for ROI
- Make the business case for ROI
- Develop program objectives at multiple levels
- Explain to clients how ROI works
- Identify 7 of 12 guiding principles
- Describe the 10 steps in the ROI Methodology
- Plan next steps

Benefits of the ROI Methodology

- Align programs to business needs
- Show contributions of selected programs
- Earn respect of senior management/administrators
- Justify/defend budgets
- Improve support for programs
- Enhance design and implementation processes
- Identify inefficient programs that need to be redesigned or eliminated
- Identify successful programs that can be implemented in other areas

Who Should Attend?

This workshop is for anyone in an organization who is interested in knowing more about measuring the success of performance improvement programs and projects, particularly at the Business Impact and ROI levels. The workshop focuses on the process to conduct ROI impact studies. Individuals who should attend are:

- Learning and Development Managers
- Change Management Professionals
- HR/OD Managers & Professionals
- Performance Improvement Managers/Consultants
- Program/Project Managers
- Measurement and Evaluation Professionals
- Quality Managers and Belts

Materials You Will Receive

- Participant workbook, complete with exercises and exhibits
- ROI Process Model
- ROI Gold Advocate Certificate of Completion

The ROI Institute & The Institute 4 Worthy Performance

The ROI Institute, founded by Jack J Phillips, PhD, and Patti P Phillips, PhD, is the world's leading authority on ROI. Jack has authored over 50 books on ROI measurement and evaluation based on over 30 years of expertise measuring and evaluating training, HR, technology, and quality programs and improvement initiatives around the globe. More than 5,000 companies use the ROI Methodology. In 2008, the United Nations adopted the ROI Methodology for system implementations.

Tim Brock, PhD, CPT, will facilitate this workshop. Tim is a certified performance improvement expert and an Associate with the ROI Institute. He is the CEO of The Institute 4 Worthy Performance, a Practice Leader with The Institute for Performance Improvement, and an adjunct professor at two universities. Tim is a popular presenter at multiple international conferences.