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Clients Choosing Internal Customized ROI Certification

Ottawa, Ontario July 21, 2014- Organizations pursuing the use of the ROI Methodology for their projects and programs are moving to internal ROI Certification, customized specifically for their needs and programs, projects and initiatives.

“Although workshops are conducted publicly and will continue to be offered, in the future, much of the work of the ROI Institute will be focused on internal workshops,” said Patti Phillips, President and CEO of ROI Institute. “For example, ROI Certification is conducted about 50 times a year, with internal certifications occurring about half of the time. We are actively promoting the benefits of having internal certifications to our clients.”

ROI Certification is a one-week workshop, which is designed for serious skill-building ROI studies. The participants come into the workshop with a project in mind for an ROI study. With an internal certification, the facilitators of the workshop can focus solely on organizational needs and tailor the content to fit organizational agendas. When individuals complete their ROI study, they obtain the designation of Certified ROI Professional (CRP).

“In the last two years, we have seen dozens of individuals and companies moving from public workshops to internal ROI Certification,” adds Jack Phillips, Chairman of ROI Institute.

Several events are driving this change. First, when an organization sends one or two individuals to an external certification, there is an expectation for ROI implementation when they return. Unfortunately, they feel like a lonely voice in the wilderness as they try to change current practices to focus more on results. What works best is to have a group of people attend and operate as a task force to implement the ROI Methodology. If this group consists of eleven or more individuals, an internal certification works best from a cost perspective.

The second issue is that in today’s market, individuals want a process customized to their situation. They not only want to address their particular function when ROI is discussed, but their particular types of programs. This can be a challenge to address each individual’s specific needs in a public session. An internal ROI Certification is an internal process customized directly to their types of projects or programs. Also, it leads to an increased success rate for internal ROI Certifications. For example, recently the Local Health Integrated Network in Ontario (LHIN) was successful in having 25 professionals participate in their internal ROI Certification workshop. “Implementation of the ROI Methodology is accelerated within organizations that build capability with a critical mass, versus having 1 or 2

participate in an open ROI Certification workshop”, says Suzanne Schell, CEO of ROI Institute Canada.

The third issue is a growing trend in reduction of travel budgets, particularly for human resources and learning and development teams. Organizations continue to slash travel budgets unless it is for critical travel. For many organizations, learning and HR travel is not labeled as a critical need. Sometimes an HR department has difficulty getting approval for tuition for ROI Certification. A customized ROI certification, presented as a major effort to transform the way in which projects and programs deliver value, may be an easier sell.

Finally, a fourth concern is that some individuals just do not want to travel. For a variety of personal reasons and work-life issues, they prefer to avoid the travel. Having certification in one location that is easy to access for all participants is much better for them.

This customization works extremely well for two-day workshops, three-day workshops, and the five-day ROI Certification.

“We see this trend continuing, and we are delighted with the challenge of customizing these workshops directly to the clients needs,” said Jack Phillips. “This enables the group to focus directly on their process, and leave the certification workshop with a plan for ROI implementation for the organization.”

To speak with someone more thoroughly about the benefits of ROI Certification or to schedule an internal workshop for your team, please contact Suzanne Schell at ROI Institute Canada at (613) 567-9402 or suzanne@roiinstituteCanada.com.