



In today's organizations project sponsors and those who have responsibility for the success of projects are held more accountable than ever for the financial impact of their programs and projects. *ROI Institute Canada* is a leading provider in measurement, evaluation and ROI – enabling Canadian public and private organizations to prove the value, impact and ROI of programs, projects and improvement initiatives.

Why Measure ROI?

It is evident that there is an increasing demand to show the financial impact of expenditures that invest in people, learning and development, HR and improvement initiatives. There has always been a concern over the value of programs, projects and all organizational improvement efforts and now the definition of value includes financial impact. The expenditures used to be categorized as a “cost of doing business” - now they are an investment and demand a ROI.

The Phillips ROI Methodology™

The Phillips ROI Methodology is a step-by-step credible process that meets the need to show the value used by organizations all over the world. The methodology is a simple to use and proven process that will generate a balanced set of data that is believable, realistic and accurate – particularly from the perspective of sponsors and key stakeholders. To allocate funds to programs, projects and improvement initiatives that deliver the highest value you must have a method that credibly proves or “shows” the value.

Benefits of ROI

Over 4000 organizations using the ROI Methodology have experienced a variety of impacts and consequences. Here are some of the primary benefits:

- Improve programs
- Build support
- Improve Departmental/Group Image
- Secure funding
- Strengthen working relationships

The Phillips ROI Methodology™

Systematic 12 Step Process

Key Features

Easy to implement: well designed and proven steps, tools and aids

Credible: with 12 guiding principles the process is credible and consistent

Applicable: can be applied to any project or program

Executive-friendly: CEOs and CFOs love it as it speaks their language

The ROI Methodology is a comprehensive measurement and evaluation process that collects six types of measures:

Reaction and Planned Action

Measures satisfaction with the program and captures planned actions.

Learning and Confidence

Measures changes in knowledge, skills, and attitudes related to the program.

Application & Implementation

Measures changes in on-the-job behaviour or actions as the program is applied, implemented or utilized.

Business Impact

Measures changes in business impact variables.

Return on Investment

Compares monetary benefits to the costs of the program

Intangible Measures

Measures that are not converted to monetary values.

This balanced approach to measurement includes a technique to isolate the effects of the program, project, or solution.

ROI Institute Canada offers several learning opportunities through its Certification and workshops as well as consulting services and resources.

ROI Certification: 5-Day Program

Fully master the skills required to implement a comprehensive, on-going ROI initiative for your organization in this 5-day workshop. Gain the skills to become certified in the ROI Methodology and learn how to sustain the measurement and evaluation process on a continued basis. Offered publically as well as customized for your organization.

Receive on-going, personalized coaching while conducting an impact study. Once competency in the ROI Methodology has been demonstrated through this study, certification is established. No other workshop provides access to the same level of expertise as ROI Certification.

Certification Benefits

- ✓ Demonstrate ability in conducting an impact study
- ✓ Certificate of Accomplishment (upon successful completion of your own impact study)
- ✓ Critical skills that will render you more credible and valuable to your organization's executives
- ✓ Permission to conduct one-day workshops on the ROI Methodology in your own organization

Member Benefits

As an additional benefit, you'll become a member of the ROI Network, the leading resource on the application of the ROI Methodology around the world. As a member of the network, you'll be an authorized practitioner of the ROI Methodology and entitled to give one-day workshops in your own organization. You'll also have access to the online resources available in the Members Only area of our website.

1 Day Workshop

An introduction to the skills to measure value, impact and ROI. Offered publically as well as customized for your organization.

2 Day Workshop

A more in-depth session which builds skills in accountability and measuring value, impact and ROI. Offered publically as well as customized for your organization.

Consulting Services

ROI Institute Canada consultants provide assistance with assessment, measurement and evaluations to professionals and organizations. Consultants conduct impact studies on various improvement initiatives and programs. ROI consultants provide an independent assessment of a project. Barriers and enablers are identified to show how the project can be more successful. ROI Institute Canada provides guaranteed satisfaction. Projects range from studies involving a small group of individuals to large-scale evaluations spanning multiple months or years.

About ROI Institute Canada

ROI Institute Canada is the Canadian partner of the ROI Institute and a leading provider in measurement, evaluation and ROI – enabling Canadian public and private organizations to prove the value, impact and ROI of programs, projects and improvement initiatives. To discuss your challenges or inquiries on ROI, contact Suzanne Schell.

Conference Keynotes, Presentations & Working Sessions

Many individuals, associations and organizations are interested in knowing more about ROI and how it can apply in their organizations. ROI Institute Canada routinely provides conference presentations; keynotes, concurrent sessions, breakout sessions, pre and post workshops.

Books

Over 50 books have been published by the ROI Institute on measuring value, impact and ROI in many applications. Some currently available titles include:

- 10 Steps to Successful Business Alignment
- Measuring Leadership Development
- Proving the Value of HR
- Measuring ROI in Healthcare
- Measuring the Success of Sales Training
- Show me the Money
- Value for Money
- Measuring the Success of Sales Training

For more information, more titles or to order any of these titles, please visit

www.roiinstitutecanda.com

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