



## ROI Methodology 2-Day Workshop

Ottawa, Ontario



January 8 & 9, 2019

**Registration fee: \$1,100  
+ HST**

### Who Should Attend

Individuals who need to demonstrate the ROI impact of L & D initiatives including, quality, customer satisfaction, process improvement, innovation, staffing, HR, learning and development, leadership development etc.

ROI Institute Canada is delivering a **2-Day skill building Workshop on Measuring ROI (Return on Investment)** in Ottawa, Ont. Come learn a simple, inexpensive, and credible approach to measuring the return on investment while focusing on issues specifically relevant to measuring and evaluating programs in public, private and healthcare sectors. This 2-day workshop will teach you the **Phillips ROI Methodology**: a systematic process to prove the value, impact and ROI in projects, programs and improvement initiatives.

### Build Your Skills in the ROI Methodology

#### Workshop Objectives

This is a workshop on measurement and evaluation. The 2-day workshop emphasizes the ROI Process developed by industry leader Jack Phillips. You will experience application of the ROI Process model. This includes developing application and impact objectives, collecting various types of hard and soft data, isolating the effects of the program, converting data to monetary values, tabulating appropriate program costs, and calculating ROI. You will quickly see the advantage of the process as six types of data are collected and analyzed. This data represents both qualitative and quantitative data, developed from a variety of sources.

### What You Will Learn

*During the workshop, you will:*

- Apply the ROI Methodology to a program in your organization
- Get detailed, first-hand experience with every step
- Learn how to calculate ROI
- Learn how to isolate the benefits of programs, projects and improvement initiatives
- Learn how to enhance program results and improve ROI
- Discover how to translate both tangible and intangible benefits into monetary values

## Workshop Benefits

- Demonstrate ability in the ROI Methodology
- Attain a foundation of skills to apply to your ROI Certification
- Permission to conduct one-day workshops on the ROI Methodology in your own organization
- Sought-after skills that will make you more credible and valuable to your organization's executives

## Member Benefits

As an additional benefit, you'll become a member of the ROI Canada 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.

## Build your skills, including:

- Setting objectives which reflect ultimate outcomes
- Determine data collection timing and methods
- Choose appropriate strategies for isolating the effects of programs
- Calculate or estimate the value of an improvement
- Apply simple statistical tools to data analysis
- Analyze data/calculate the actual financial ROI

### *You will receive:*

ROI text book, full workbook, ROI Model, Application Guide and other resources.

## Facilitation

Facilitated by **Suzanne Schell CRP** - the ROI Methodology two-day workshop provides a practical measurement experience.

## Register

We offer discounts to organizations that register more than 1 participant for this workshop. To **REGISTER** and discuss your discount, contact Suzanne Schell at 613-567-9402 or email [suzanne@roiinstituteCanada.com](mailto:suzanne@roiinstituteCanada.com).

## About ROI Institute Canada

ROI Institute Canada is a leading provider in measurement, evaluation and ROI - enabling Canadian public and private organizations to prove the value and impact of programs, projects and improvement initiatives. To discuss your challenges or inquiries on ROI, contact Suzanne Schell: 613-567-9402 | [suzanne@roiinstituteCanada.com](mailto:suzanne@roiinstituteCanada.com)

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