ATD NEW MEXICO CHAPTER — Association for Talent Development

ROI INSTITUTE ™

process evaluating lead engage
ROI performance **Basics: An** learning
accountability **Overview**
analyze ROI measuring

Workshop Overview

This workshop introduces the concept of ROI, the fastest growing metric for evaluating HR and learning and development. 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 ROI as six types of data are collected and analyzed. This workshop takes the mystery out of the use of ROI.

Workshop Learning Objectives
• Explain the drivers for ROI
• Describe the five levels of evaluation
• Identify the ROI myths
• Describe the 10 steps in the ROI Methodology™
• List the payoffs for ROI use

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
• Develop program objectives at multiple levels
• Identify successful programs that can be implemented in other areas of the organization

Who Should Attend?

This workshop is for anyone in an organization who is interested in knowing more about measuring the success of HR and learning and development, particularly at the ROI level. The workshop focuses on the process to effectively conduct ROI studies. Individuals who should attend are:
• Learning and Development Managers
• Management Development Specialists
• HR Managers
• Performance Consultants
• Facilitators
• Learning Advisors
• Analysts
• HR Coordinators
• Organizational Development Specialists

Materials You Will Receive:
• *The Bottomline on ROI: Benefits and Barriers to Measuring Learning, Performance Improvement, and Human Resource Programs.* 2nd Ed. (HRDQ, 2012) by Patricia Pulliam Phillips.
• Participant workbook, complete with exercises and exhibits
• ROI Process Model

This workshop is brought to you by the Albuquerque, Chapter of ATD and ROI Institute, Inc. You can register by going to: http://www.atdnm.org

Facilitator of this Workshop:

Jack Phillips, Ph.D., is Chairman of the ROI Institute, the leading provider of services for measurement, evaluation, metrics, and analytics. A world-renowned expert on measurement and evaluation, Phillips provides consulting services for over half of the Fortune 100 companies and workshops for major conference providers worldwide. Author of the first book on training evaluation in the USA, Phillips has authored or edited more than 75 books. He is the developer of the ROI Methodology, the most used evaluation system in the world. His work has been featured in the Wall Street Journal, Bloomberg Businessweek, Fortune, and on CNN.

Go to www.roiinstitute.net to learn more about the ROI Methodology™ and upcoming events.

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