Implementing ROI
Jack Phillips, Ph.D., Holly Burkett, Ph.D., Deborah Wharff, Ph.D.
March 12-13, 2012

For over a decade the ROI Methodology has become a tool to measure the success all types of programs and has been implemented and sustained by hundreds of organizations. Led by Holly Burkett, Ph.D., Jack Phillips Ph.D., and Deborah Wharff, Ph.D., this two day workshop shows how to make ROI work in an organization. Hear success stories from the individuals who have implemented and sustained the use of ROI.

What You Will Learn

The major topics covered in this workshop are:

- A brief review of the ROI methodology
- Assess the readiness of ROI
- Setting goals and timetables
- Building capability
- Revising current practices for measurement and evaluation
- Preparing the management team
- Allocating roles and responsibilities
- Communicating results consistently in a compelling way
- Monitoring progress
- Review several case studies of actual implementation

After completing this workshop participants will be able to:

- Develop an implementation plan to implement and sustain ROI
- Modify the current roles and responsibilities to implement ROI
- Set goals and timetables for ROI implementation
- Build a case for ROI
- Secure additional funding for measuring and evaluation

What’s Included


Facilitators

Dr. Holly Burkett, SPHR, CPT is an Adjunct Professor for the Human Resource Development (HRD) program at Drexel University. She is also Principal of Evaluation Works in Davis, California and is certified as both an ROI professional and a performance technologist. Dr. Burkett has over 20 years of progressive achievement in multiple facets of human resource management, human resource development, human
performance technology, performance improvement, workplace learning, and organization development.

Dr. Jack J. Phillips, a world-renowned expert on accountability, measurement and evaluation, is co-founder of the ROI Institute. Phillips provides consulting services for Fortune 500 companies and major global organizations and conducts workshops and presents at conferences throughout the world. ASTD gave him its highest award, Distinguished Contribution to Workplace Learning and Development for his work on ROI.