

# 1 DAY WORKSHOP

BY  
**DR. JACK PHILLIPS**  
ROI INSTITUTE, USA.

- Developer of the ROI Methodology, the most used evaluation system in the world
- Author and editor of more than 75 books on evaluation, metrics and analytics

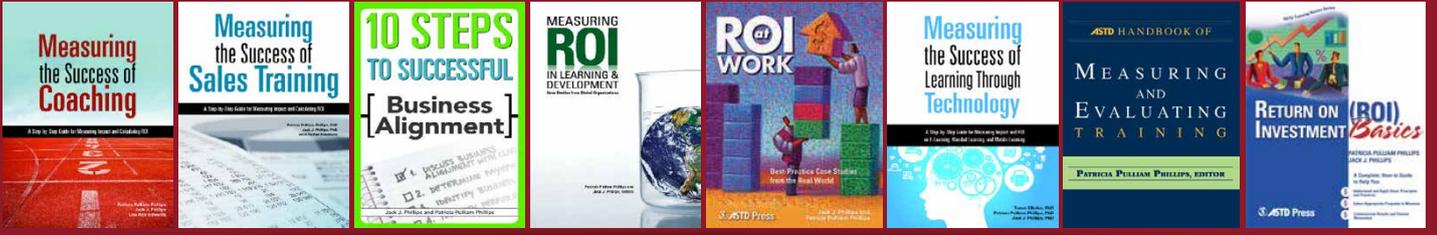
# BOTTOMLINE ON ROI

## FOR ENHANCING PRODUCTIVITY AND PERFORMANCE

**MANILA**

VENUE: HOLIDAY INN MAKATI  
DATE: 30<sup>TH</sup> JUNE 2017

### PUBLICATIONS



A collaboration between

**ROI INSTITUTE™**

**ITD WORLD**  
The Global Leadership Development Expert

**ITD-MEGA GURU EVENT • LEARN FROM THE BEST TO BE THE BEST**

## INTRODUCTION

### BOTTOMLINE ON ROI

This one-day workshop introduces the concept of ROI, the fastest growing metric for evaluating Projects, 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.

## OUTLINE

1. The Growth of ROI for Non-capital Investments.
2. The importance of ROI.
3. The Value Chain.
4. Case Study.
5. Typical Applications.
6. Business Alignment.
7. Data Collection Issues.
8. Data Analysis Steps and Issues.
9. ROI Calculations: Variations and Use.
10. Using the Results.
11. Optimization and Allocation.
12. Implementing and Sustaining ROI Use.

## BENEFITS OF THE ROI METHODOLOGY

- Align programs and projects to business needs
- Show contributions of selected projects
- Justify/defend budgets
- Improve support for projects
- Enhance design and implementation processes
- Identify inefficient projects that need to be redesigned or eliminated
- Identify successful projects that can be implemented in other areas

## OBJECTIVES

After completing this workshop, participants should be able to:

-  Identify the drivers for ROI
-  Make the business case for ROI
-  Develop program objectives at multiple levels
-  Explain how to achieve business alignment
-  Explain how ROI works
-  Identify 7 of the 12 Guiding Principles
-  Describe the 10 steps in the ROI
-  Methodology
-  Plan next action steps

## WHO SHOULD ATTEND?

This workshop is for those 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:

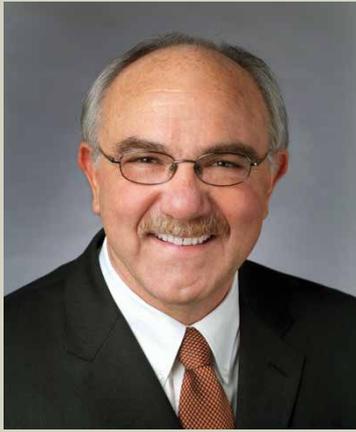
- Learning and Development Managers, Advisors and Heads
- SME Business Owners and Managers
- Performance Consultants
- Facilitators
- HR Managers
- Head of departments
- Organizational Development Specialists

## WHAT MATERIALS YOU WILL RECEIVE?

-  The Bottomline on ROI: Benefits and Barriers to Measuring Learning, Performance Improvement, and Human Resource Programs
-  Detailed 60-page participant workbook, complete with exercises and exhibits
-  Process Model and Application Guide



# SPEAKER PROFILE



## DR. JACK J. PHILLIPS

- Chairman of ROI Institute, Inc.
- Developer of the ROI Methodology, the most used evaluation system in the world
- World-renowned expert on accountability, measurement and evaluation
- Author/editor of more than 75 books on evaluation, metrics and analytics
- Consultant to more than half of the Fortune 100 companies and workshop speaker for major conference providers worldwide

Dr. Jack J. Phillips is a world-renowned expert on accountability, measurement, and evaluation. Phillips provides consulting services for Fortune 500 companies and major global organizations. The author or editor of more than fifty books, he conducts workshops and presents at conferences throughout the world.

Jack Phillips, Ph.D., Chairman of ROI Institute, Inc. is the developer of the ROI Methodology and is the author and editor of dozens of books on ROI. He is a Fortune 500 consultant with over 27 years of corporate experience in the aerospace, banking, construction, metals, and textile industries. His work has been featured in the Wall Street Journal, Business Week, Fortune Magazine, and on CNN.

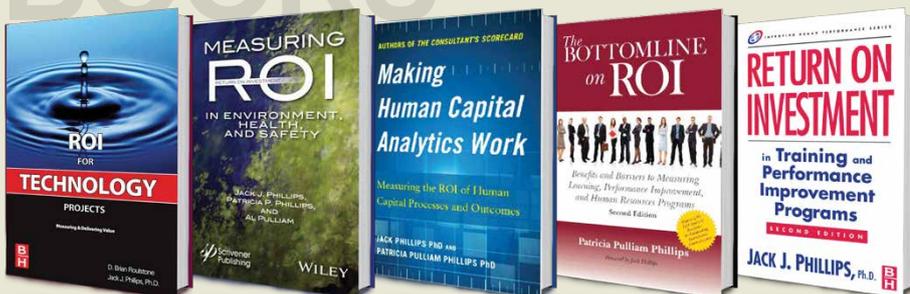
Phillips has received several awards for his books and work. On three occasions, Meeting News named him one of the 25 Most Powerful People in the Meetings and Events Industry, based on his work on ROI. The Society for Human Resource Management presented him an award for one of his books and honored a Phillips ROI study with its highest award for creativity.

This background led Dr. Phillips to develop the ROI Methodology, a revolutionary process that provides bottom-line figures and accountability for all types of learning, performance improvement, human resource, technology, and public policy programs.

Dr. Phillips regularly consults with clients in manufacturing, service, and government organizations in over 60 countries in North and South America, Europe, Africa, Australia, and Asia.



# BOOKS



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## AWARD & RECOGNITION



# ITD WORLD

The Global Leadership Development Expert

### Mission

Transforming leaders and changing the world for the better.

### Vision

The #1 global leadership development expert.

### Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

### Competitive Advantage Statement:

ITD World is an ISO certified & award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

### Core Activities & Resources:

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

### Exclusive Mega Gurus:

Dr. Marshall Goldsmith, Dr. Jack Phillips, Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

### Quality Certification, Awards & Publications:

- Winner of the **ARTDO International HRD Excellence Award** in recognition for outstanding contribution to international Human Resource Development
- Bestowed the **Brand Laureate International Award** for the Best Brand in Training.
- Cutting edge books co-authored with the **world's Top Mega Gurus**- "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence" and "Becoming an Effective Mentoring Leader."

### Clients:

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## FEES AND GENERAL INFORMATION

(Please make copies of this page for registration as required)

**BOTTOMLINE**  
ON ROI • ONE DAY WORKSHOP •

**30<sup>th</sup> JUNE 2017**

**HOLIDAY INN  
MAKATI**

### WORKSHOP FEE:

**Early Bird Fee** (Registration before 30<sup>th</sup> May):  
**PHP15,000 + 12% VAT**

**Normal Fee: PHP17,000 + 12% VAT**

Kindly ensure that payment is made **2 weeks** before the program commencement

### PARTICIPANT INFORMATION

Title and Name: Prof / Dr / Mr / Mrs / Ms

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E-mail .....

Mobile .....

Phone .....

Fax .....

Organization .....

Position .....

Address

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Kindly indicate if the participant are Vegetarian. ( ) Yes ( ) No

Date .....

Signature .....

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Replacements and representatives are allowed, however the fees paid are not refundable.

For more information and registration please call

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