



“ MAKING
HUMAN CAPITAL
ANALYTICS WORK
”

CERTIFIED ROI PROFESSIONAL

A collaboration between

ROI INSTITUTE™

ITDWORLD
The Global Leadership Development Expert

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

ROI Institute is the only organization in the world that provides a comprehensive learning process to evaluate programs at five levels, including ROI. The approach provides participants the opportunity to acquire knowledge and skill in evaluation and apply content to an actual project. For some individuals, completion of a program evaluation using the ROI Methodology will lead to the achievement of the Certified ROI Professional (CRP) designation.

OBJECTIVES OF ROI CERTIFICATION

After attending this program, participants should be able to:



Align programs to business needs



Convert both tangible and intangible benefits into monetary values



Develop application and impact objectives



Apply simple statistical tools to data analysis



Apply the evaluation methodology to a specific program



Analyze data and calculate the actual financial ROI



Identify the five levels of evaluation



Enhance program results and improve programs



Determine the best data collection timing and methods



Report results to appropriate target audiences



Experience each step in the ROI Methodology



Implement and sustain the ROI Methodology



Measure the contribution of programs

ROI CERTIFICATION DAILY AGENDA

Day 1

- Introduction and Readiness to Learn
- Expectations
- The Business Case for ROI
- Overview of the ROI Process
- Evaluation Planning
- Developing Objectives for Program
- Case Application
- Assignments

Day 2

- Business Alignment
- Objectives at Higher Levels
- Data Collection Plan
- Collecting Data During Programs
- Collecting Data on a Follow-Up
- Sampling for Data Collection
- Case Application
- Prepare for Presentations

Day 3

- Guiding Principles
- Isolating the Effects of Programs
- Team Presentations to Executives

Day 4

- Converting Data to Money
- Costs/ROI
- Intangible Benefits
- Case Application
- Forecasting ROI
- Individual Project Planning

Day 5

- Communication of Results
- Implementation of the ROI Methodology
- Individual Project Planning
- Individual Project Plan Presentations
- Next Steps – Follow Up

POST WORKSHOP FOLLOW-UP

The purpose of the ROI Certification is to help participants build capability in applying the **ROI Methodology**.

This requires participants to actually apply what they learn in the workshop to a project. As such, the ROI Certification process does not end on the last day of the workshop.



As participants apply the content, they will have access to ROI Institute resources including assistance by **Caroline Hubble**, our Chief Consulting Officer, to provide participants with one-on-one virtual assistance to successfully complete their study. Upon completion and approval of their evaluation project, participants will be awarded the Certified ROI Professional designation.

Inclusions:

- Comprehensive set of materials and job aids
- 300-page action-oriented workbook
- Reference books authored by Dr. Jack J. Phillips
- One on one help with your ROI Evaluation; review and approval of your ROI study
- The right to reproduce and use materials and internally conduct one-day workshops on the ROI methodology



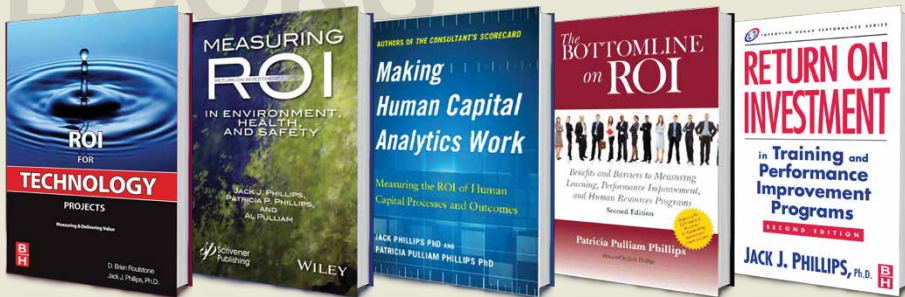
SPEAKER PROFILE



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

BOOKS



ROI METHODOLOGY™

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The ROI Methodology is **the most recognized approach** to ROI evaluation.

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Implemented in a variety of organizations in over 66 countries, the ROI Methodology provides organizations a process that can cut across organization boundaries, linking programs, processes, and initiatives to bottom line measures.

The ROI Methodology has sustained its position as the leading approach to program evaluation because it:

- Reports a balanced set of measures;
- Follows a methodical, step-by-step process; and
- Adheres to standards and philosophy of maintaining a conservative approach and credible outcomes.



A BALANCED SET OF MEASURES

The concepts of cost-benefit analysis and ROI have been used to show the value of programs, processes, and initiatives for centuries. Cost-benefit analysis is grounded in welfare economics and public finance; ROI in business accounting and finance. Together the two are the ultimate measures of contribution of programs, processes, and initiatives. But alone, they are insufficient.

While cost-benefit analysis and ROI report the financial success of programs, they omit critical evidence as to how the financial impact is achieved. By balancing financial impact with measures that address individuals' perspectives and the systems and processes that support the transfer of learning, a complete story of program success can be presented.

The **ROI Methodology** categorizes evaluation data into five levels. These five levels tell the ultimate story of program success:

Level Measurement Focus

- 1 Reaction & Planned Action Measures participant reaction to the program and captures planned action
- 2 Learning Measures changes in knowledge and skills
- 3 Application & Implementation Measures changes in behavior and specific actions on-the-job
- 4 Business Impact Measures changes in business impact
- 5 Return on Investment (ROI) Compares the monetary benefits to the cost of the program

CAPABILITY BUILDING THROUGH ROI CERTIFICATION

ROI Certification is the most comprehensive approach to building capability in program evaluation and will be available to anyone who attends the five-day workshop. This proprietary approach to developing evaluation capability was developed in the early 1990s in response to specific client's needs.

The ROI Certification process began as a two-week, internally offered program. Due to the increasing demand for capability building in the

ROI Methodology, in 1995, the first public ROI Certification workshop was offered. Since that time, over 11,000 professionals representing government, non-governmental, non-profit, and private sector organizations in over 65 countries have participated in the process.

Through the ROI Certification, participants learn the key concepts in the ROI Methodology and apply them to a specific project. Interested participants identify a project, plan

the evaluation, and present the project plans at the end of the workshop.

Following the workshop component, participants will complete their evaluation project, using ROI Institute resources for support. Upon submission and approval of their completed project, participants will be awarded the designation of Certified ROI Professional.

SUMMARY

In summary, the ROI Certification includes:

- Pre-work, before the workshop
- 5-day Certification workshop, with extensive materials
- Post workshop support to complete an ROI Study
- Rights to use ROI materials, internally
- The designation, Certified ROI Professional (CRP)

AWARD & RECOGNITION



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

Quality Certification, Awards & Publications:

- 🔥 ISO 9001:2008 Certification for Global Provision of Training and Development.
- 🔥 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:

Intel, IBM, United Nations Missions, American Embassy, Agilent, Dell, Motorola, Nike, First Solar, Accenture, Citibank, Central Bank of Malaysia & Philippines, DHL, Ericsson, OSRAM, Infineon, Siemens, B Braun, Bosch, Schneider, Saint Gobain, Toyota, Ajinomoto, Samsung Vina, Singapore Press Holdings, Capitaland, PT Telkom, Siam Cement Group, CP Group, BaoViet, Sacombank, PetroVietnam, Petron, SM Supermalls, Thai Airways, Philippine Airlines, Shangri-La Hotels, Six Senses Resort, Sheraton, Prudential, AIA, GSK, MSD, Bayer, Johnson & Johnson, Unilever, Nestle.

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