

performance  evaluating  engage  
 process **Bottomline** learning  
 accountability **on ROI**  
 analyze  measuring

Feb. 12th - 8:30 - 4:00 - 1410 Ethan Way, Sacramento, CA - \$65 ATD member - \$85 Non-member

### Workshop Overview

This one-day 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

- Identify the drivers for ROI
- Make the business case for ROI
- Develop program objectives at multiple levels

- Explain to clients how ROI works
- Identify 7 of 12 guiding principles
- Describe the 10 steps in the ROI Methodology
- Plan next steps

### 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
- Identify successful programs that can be implemented in other areas

### 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

## Leaders of this Workshop Include:



**Jack Phillips, Ph.D.**, is chairman of ROI Institute, Inc. He is a world-renowned expert on accountability, measurement, and evaluation. Phillips provides consulting services for Fortune 500 companies and major global organizations. The American Society for Training and Development gave Jack its highest award, *Distinguished Contribution to Workplace Learning and Development* for his work on ROI. His work has been featured in the *Wall Street Journal*, *Business Week*, and *Fortune* magazine. He has been interviewed by several television programs, including CNN. The author or editor of more than fifty books, he conducts workshops and presents at conferences throughout the world.



**Bruce Winner, MBA**, is Manager of the Los Rios CCD Government Training Academy. He is currently Director of Special Events for ATD Sacramento and was the Chapter President of the American Society for Training and Development Sacramento in 2011. Bruce is an ROI Consultant, and will be assisting Dr. Phillips in this one day program.

### Limited Availability!

Go to [www.asrdsac.org](http://www.asrdsac.org) to register.

Want to SOCIALize? Follow, Like or Visit the ROI Institute on Facebook, LinkedIn, Twitter, and Google+. Scan this QR code using your smartphone to register for upcoming workshops:

