

# ROI Certification Workshop

## 5-Day ROI Certification: The Complete Impact Measurement Workshop

December 1 to 5, 2003; Toronto, Canada

The 5-day ROI Certification workshop, developed and delivered by Dr. Jack Phillips and Dr. Patti Phillips, provides hands-on measurement experience for training and performance improvement staff: Managers, Technical Advisors, and Measurement & Evaluation Specialists. The objective of the certification program is to provide participants with the skills and knowledge to use the ROI Methodology™ to show the contribution of education, training and development programs and calculate return on investment. Participants who complete this course will be certified to conduct ROI impact studies within their organizations.

### Who should attend?

- HRD Manager
- Program Manager, Evaluation
- Manager, Evaluation & Performance Measurement
- Senior Manager, Training
- Manager Performance Support
- Technical Advisor, Measurement & Evaluation
- Director, Planning and Evaluation
- Coordinator, Training

### You will learn how to:

- Design evaluation instruments
- Select appropriate data collection methods
- Develop detailed evaluation plans for a variety of programs
- Explore data analysis techniques
- Develop a detailed implementation plan for ROI
- Monitor and coordinate ROI evaluations
- Analyze and present case studies
- Consult with the ROI evaluation
- Develop internal evaluation reports
- Teach ROI evaluation

### Certification Skills:

The certification process develops ten specific skill sets related to implementation of ROI evaluation:

- Planning for ROI calculations
- Collecting evaluation data
- Isolating the effects of the program
- Converting data to monetary values
- Monitoring program costs
- Analyzing data including calculating the ROI
- Presenting evaluation data
- Implementing ROI evaluation
- Providing internal consulting on ROI
- Teaching others ROI evaluation

Assessments of these skills are taken at the beginning of the program and compared with post-program assessments to measure the change in skill levels.

### Workshop Materials (Included):

A comprehensive set of workshop materials is provided to each participant. In essence, the materials represent a useful reference library to help develop and implement ROI evaluation. Each workshop participant will receive the following items:

- A comprehensive workbook of exhibits, exercises, and notes that are used or referenced in the program. The workbook serves both as a useful guide of the tools and exercises in the workshop and as an important reference to capture notes, suggestions, and implementation ideas.
- *The Bottomline on ROI*, Patti P. Phillips, CEP Press, Boston, MA, 2002
- *Handbook of Training Evaluation and Measurement Methods*, 3<sup>rd</sup> Edition, Jack J. Phillips, Butterworth-Heinemann, Boston, MA, 1997.
- *In Action: Measuring Return on Investment*, Volumes 2 and 3, Jack J. Phillips and Patti P. Phillips (Editors), ASTD, Alexandria, VA, 1997 and 2001.
- *In Action: Implementing Evaluation Systems and Processes*, Jack J. Phillips (Editor), ASTD, Alexandria, VA, 1998.
- Specific case studies in addition to those contained in the casebooks above.
- Articles, studies, and summary reports addressing various ROI issues.
- Diskettes containing the workshop materials including workshop exhibits, exercises, notes, and mini case studies.

### Workshop Location

Institute of Canadian Bankers  
15<sup>th</sup> Floor  
4 King Street West  
Toronto ON M5H 1B6 Canada

**Tuition Fee:** \$US 2999.00 + General Goods & Services Tax (GST) (7%) = **Total: \$US 3,208.93**  
(Includes Materials)

**REGISTRATION:** To pay by credit card (Visa, Master Card or Amex), contact:  
**Christy Carpenter (770) 458-4080**

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