

# Make it Credible: Convert Data to Monetary Value



## Explain how you survived yesterday:

- ✓ Lost Hope to technology
- ✓ Lost Faith for a while
- ✓ Lost Angel Michael



# Session Objectives

At the end of this session, participants should be able to:



**Reaction** - perceive the content as relevant and useful;



**Learning** - explain the process of converting data to monetary value;



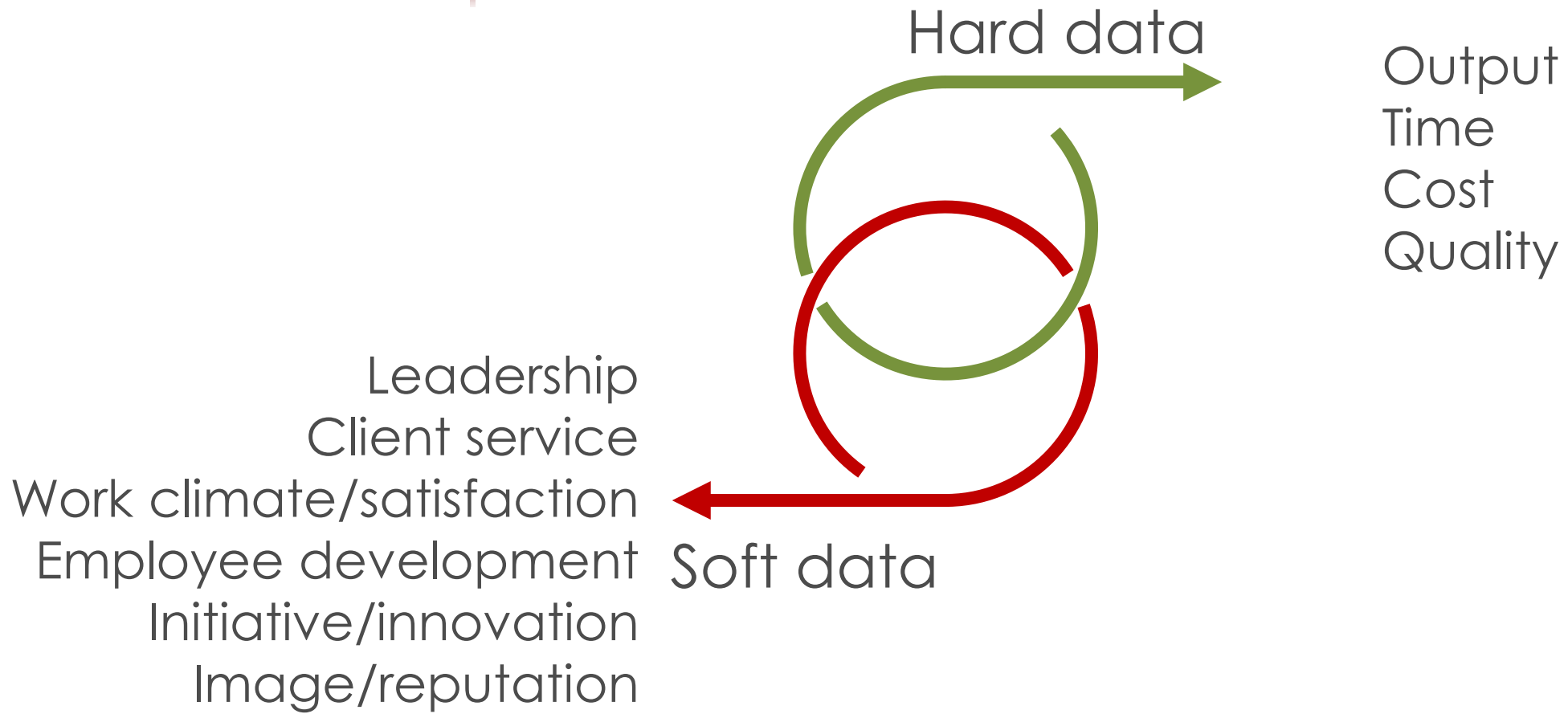
**Application** - convert data to monetary value in a case study scenario; and



**Impact** - Achieve 20% increase in program budget by showing impact and ROI.



# Data Type



# Data Type Characteristics

Objectively based

Relatively easy to assign monetary values

Very credible with management

Easy to measure and quantify

Common measures of organizational performance

## Hard Data

- Output
- Time
- Cost
- Quality

# Data Type Characteristics

Subjectively based in many cases

Difficult to assign monetary values

Usually behaviorally oriented

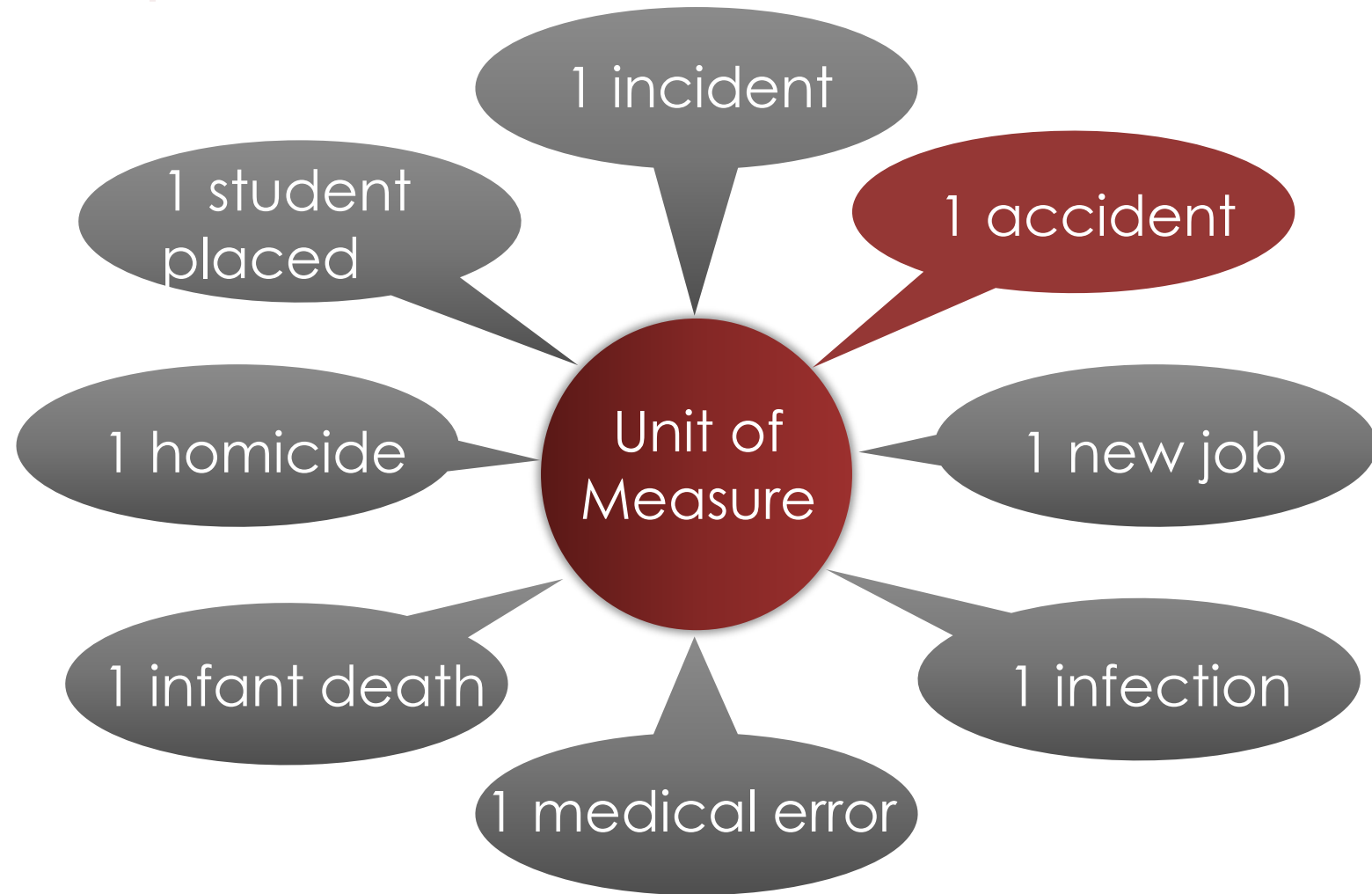
Difficult to measure and quantify directly

Less credible as a performance measure

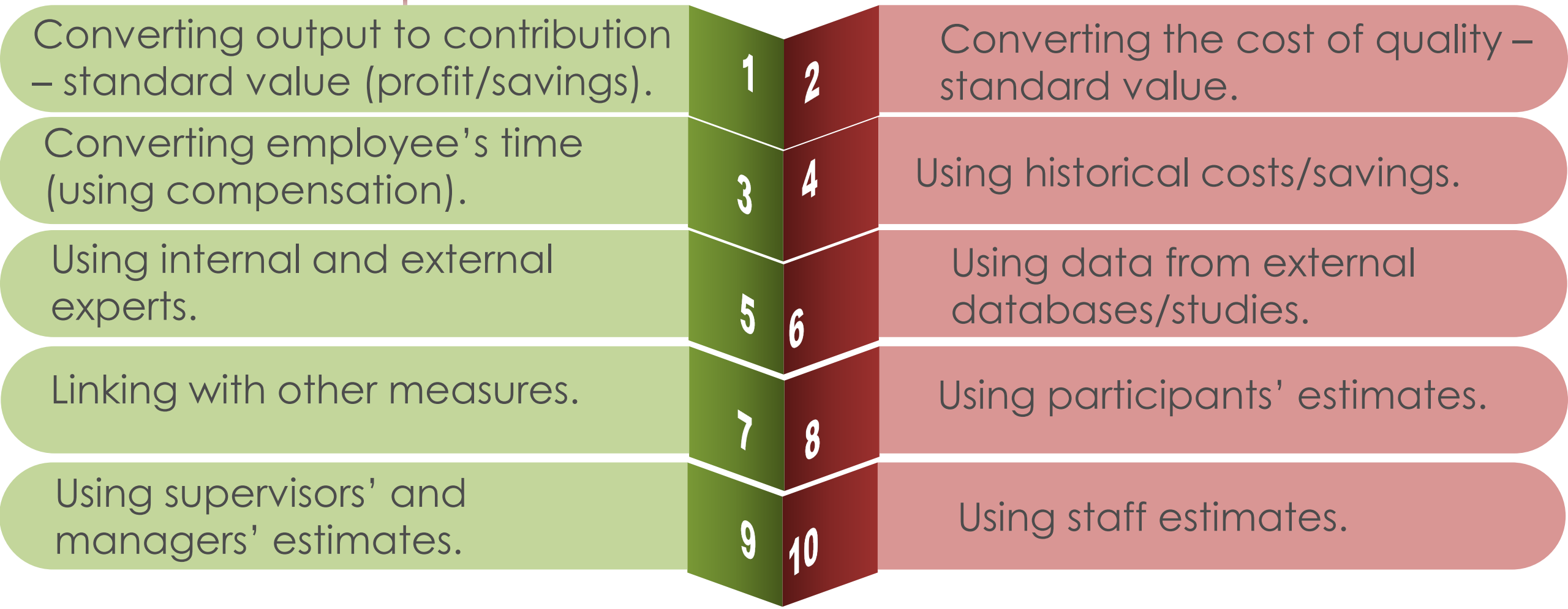
## Soft Data

- Leadership
- Client service
- Work climate/satisfaction
- Employee development
- Initiative/innovation
- Image/reputation

# Unit of Measure



# Conversion Methods



Discuss credibility

# Conversion steps

**1**

Focus on a unit of measure.

**2**

Determine a value ( $V$ ) of each unit.

**3**

Calculate the improvement in the measure ( $\Delta P$ ).

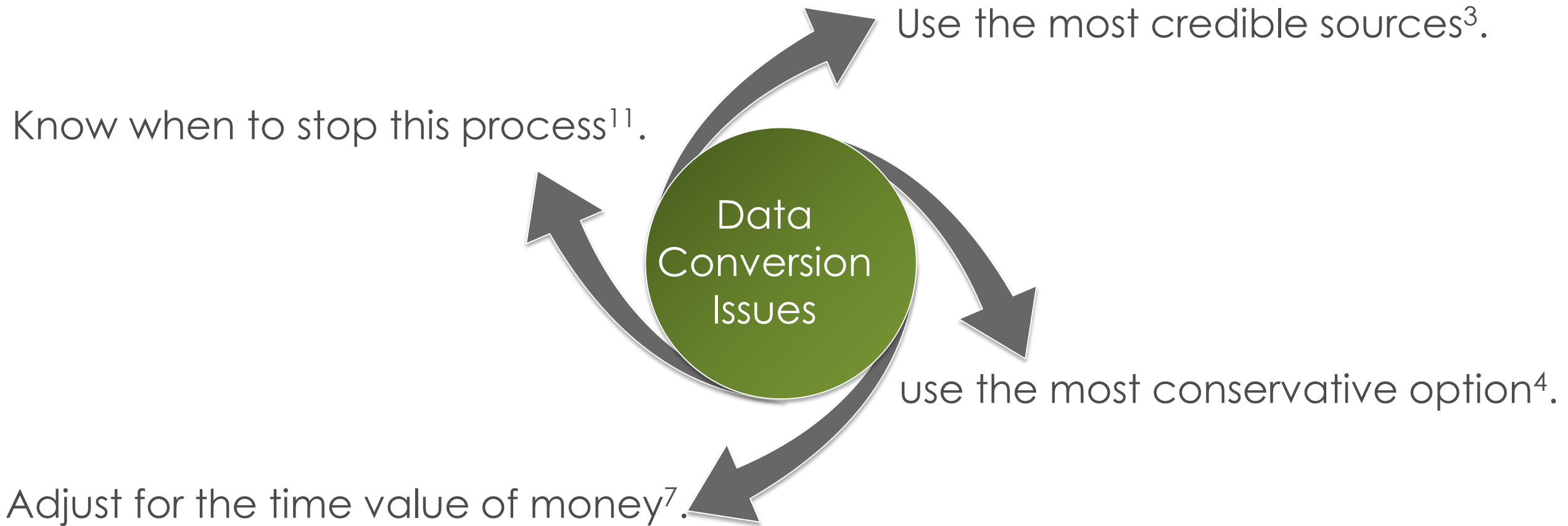
**4**

Determine the annual improvement in the measure ( $A \Delta P$ ).

**5**

Calculate the total monetary value of the improvement ( $A \Delta P \times V$ ).

# Data Conversion Issues



# Friday (tomorrow) evening

Sources of standard values

What makes an expert credible

Linkage with other measures

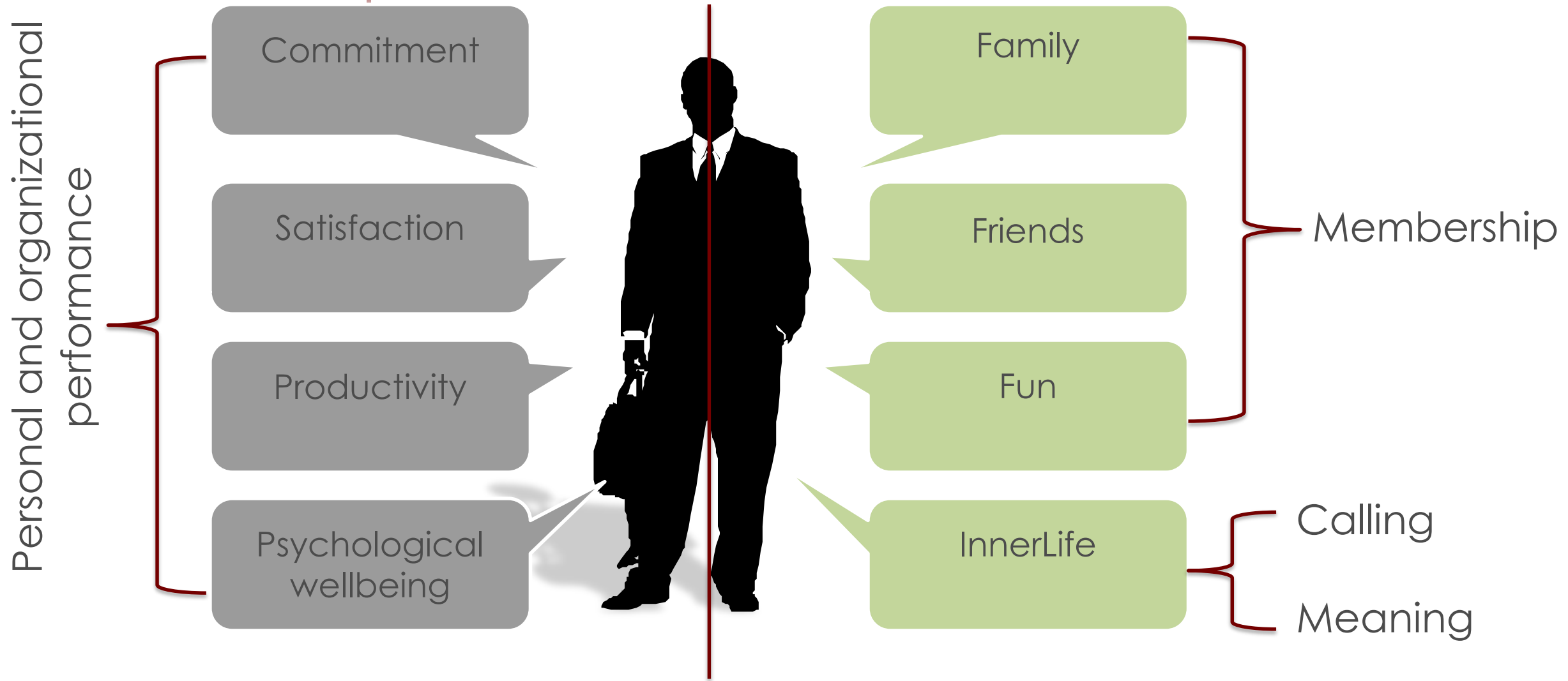
Where to find experts

Classic relationships

Data conversion  
4-part test

e.t.c

# Workplace InnerLife



# Workplace InnerLife

## Workplace InnerLife

- Vision
- Hope/Faith
- Altruistic Love



Calling/  
Meaning

Membership

Job Satisfaction

Life Satisfaction

Organizational Commitment

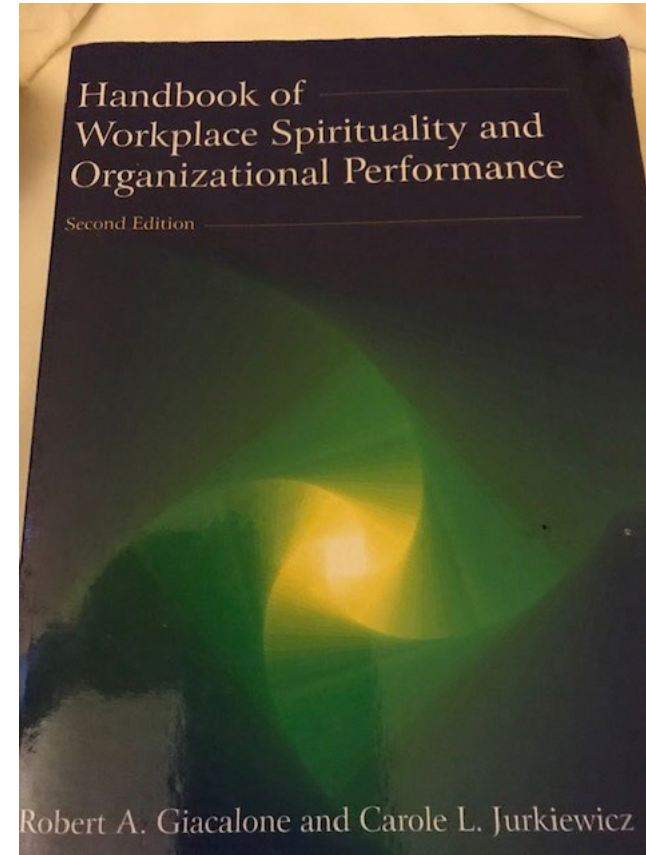
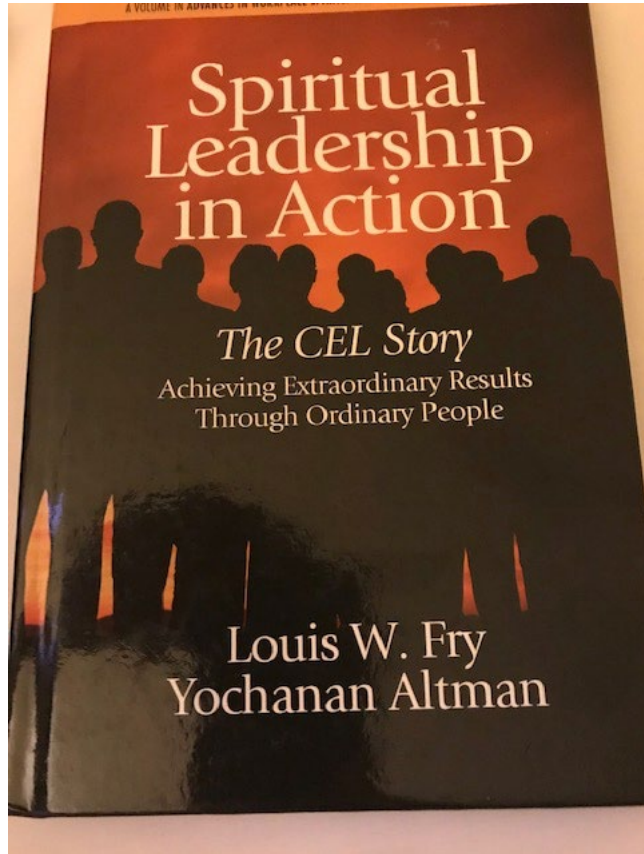
Organizational Productivity

Financial performance

Social Responsibility

P.I.  
Personal Intangibles

O.T.  
Organizational Tangibles



At Transportation Security Authority, workplace InnerLife program was implemented. It was determined in the follow-up evaluation that monthly absenteeism rate dropped from 6% to 2% due to increase in personal satisfaction. Manager's estimate shows that 60% of the reduction was directly related to the program. There are 100 employees and each absence cost \$120. Calculate the annual savings from the improvement.

$$V = \$120$$

$$\Delta P = 4$$

$$A\Delta P = 48$$

$$A\Delta P \times V = \$5,760$$

# Recap of Session Objectives

- ✓ **Reaction** - perceive the content as relevant and useful;
- ✓ **Learning** - explain the process of converting data to monetary value;
- ✓ **Application** - convert data to monetary value in a case study scenario; and
- ✓ **Impact** - Achieve 20% increase in program budget by showing impact and ROI.

Thanks for  
saying YES



Got any questions?