

Implement the ROI Methodology in a Country in One Year

A Model for Success

Gerry Doyle, the ROI Institute's partner in Dublin, succeeded in implementing the ROI Methodology in Ireland in less than a year. This is one of the most, if not *the* most, successful implementation of the ROI Methodology on a national scale anywhere. How did Gerry accomplish this amazing feat? He organized and orchestrated this overwhelming achievement by using key steps, determination, and energy.

Gerry used vast networking resources, recruited champions in government, industries, and organizations, sponsored and facilitated workshops, offered one-on-one consultations, and created new options for 2-day workshop and certification participation. Employing a range of skills and techniques over the span of one year, Gerry hosted two certification workshops, engaged more than 100 individuals in 2-day workshops, and developed a casebook which includes case studies with Irish settings and dynamics. Gerry has put the ROI Methodology in the forefront of the measurement and evaluation mix in Ireland, truly a model for success.

Determined to Develop Expertise

Gerry started with a firm determination to develop expertise in the ROI Methodology. He'd attended one- and two-day workshops and read books and materials before he attended a 5-day Certification Workshop in Birmingham, Alabama (March 2004) offered publicly by the ROI Institute. He brought with him Marie Hunt, CEO of Skillnets, a largely government-funded organization. During their participation in the Certification Workshop, they mapped out plans to bring the ROI process to Ireland.

Networking

Trained and ready to implement the ROI Methodology in Ireland, Gerry took advantage of his rich background of experience which affords him a networking base that reaches into business, business organizations, government, and academic circles. Early on, Gerry saw the need to secure government involvement with this project and decided to work with Skillnets, a national training organization, which provides training and development throughout Ireland. Although it is funded mostly with government monies, Skillnets does enjoy some funding from business organizations.

In addition to securing government involvement, Gerry reached out to organizations he perceived to be pivotal in implementing the process in Ireland. He targeted businesses and organizations of every size as well as large government and health care groups, in order to spread involvement throughout a cross section of industries, professions, and functions.

Conducting Workshops and Briefings, Creating New Options

Enhancing his own expertise while he spread the word about the ROI Methodology, Gerry conducted workshops and briefings throughout the country. Thinking and acting outside the box,

- Gerry required that each company attend a two day ROI workshop and develop and complete a case study as a prerequisite to attending certification,
- With a small grant from Skillnets, Gerry and two associates provided one-on-one consulting to the organizations conducting their case studies,
- Gerry offered those conducting case studies the opportunity to attend an ROI Certification Workshop at a rate subsidized by Skillnets and, as an added incentive to participate, with a

shortened schedule (four days instead of five) because the groups were already engaged in case study work, and

- Gerry worked with Skillnets to provide incentives to encourage firms and individuals to become involved in the ROI process, as follows:
 - Waiver of some fees
 - Providing one-on-one consulting
 - Arranging media exposure
 - Disseminating study results

Maximizing Time with Jack and Patti Phillips

During the first certification visit in October 2004, Gerry scheduled Jack and Patti Phillips for a range of activities to maximize their time in Ireland to further stimulate and solidify interest in the ROI process. The Phillipses met and made presentations to a number of groups, including public sector officials. Additionally, Jack spoke to the MBA class at the Dublin Institute of Technology.

Events – Recent and Upcoming

Following through on these great beginnings, Gerry organized a conference conducted on April 15, 2005, where workshop participants presented the results of their case studies to over 100 participants.

A case study book is shortly to be published jointly by Skillnets, the ROI Institute, and the Impact Measurement Centre. To be made available to professionals in Ireland at nominal cost, this book will provide evidence and real life examples on the use of the ROI Methodology in Ireland.

Communicating results and disseminating information about the process, steps, and achievements is critical to the implementation process going forward.

This story—A Model for Success—shows the possibilities that exist when a partner works with a variety of organizations to deliver the Methodology to businesses, industries, and organizations. Jack and Patti Phillips returned to Ireland in April, 2005, and conducted another extremely successful certification workshop. Approximately one year from when Gerry attended a certification in the United States, Ireland has seen two certifications conducted, eighteen case studies published in a case book, and almost 100 individuals having attended two-day workshops.

This is only the beginning and quite an accomplishment for Gerry Doyle and his partners in Ireland. This is particularly impressive when one considers that Ireland has a population of four million people.