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# About ROI Institute

ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving programs and processes using the ROI Methodology™ developed by Dr. Jack J. Phillips and Dr. Patti P. Phillips. This unique Methodology is the global leader in measurement and evaluation including the use of return on investment (ROI) in non-traditional applications. ROI Institute regularly offers workshops, provides consulting services, publishes books and case studies, and conducts research on the use of measurement and ROI. This makes ROI Institute the leading source of content, tools, and services in measurement, evaluation, and analytics.

Working with more than one hundred ROI consultants, ROI Institute applies the ROI Methodology in 24 fields in over 70 countries. ROI Institute authors have written or edited over 100 books, translated into 38 languages. Organizations build internal capability with the help of ROI Institute and its ROI Certification process. By successfully completing this process, individuals are awarded the Certified ROI Professional (CRP) designation, which is respected by executives in organizations worldwide.

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# ROI Institute Facts

- More than 5,000 organizations have implemented the ROI Methodology
- 13,000 professionals have participated in ROI Certification, with more than 5,000 now certified as ROI Professionals (CRP)
- 30,000 professionals have participated in two-day ROI skill-building workshops
- More than 75 books have been published with 50 books translated into 38 languages to support this methodology
- The ROI Methodology has been implemented in more than 70 countries

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# ROI Institute

## Awards Program

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# ROI Institute Awards

Through its awards program, ROI Institute recognizes exemplary practices in application of the ROI Methodology™ and honors individuals for their outstanding work in measurement and evaluation. Winners are honored each year for work from the previous year. Nominations are accepted on an ongoing basis and all award categories are appropriate. Awards are given in the following eight categories:

## Best ROI Impact Study

Hundreds of studies are conducted each year. This award recognizes the one study that best describes current use and application of the ROI Methodology. This award is not necessarily for the study that shows the highest ROI – the winning entry could be a negative ROI.

## Best Research

This award recognizes individuals who have conducted important research about the use of ROI and the effectiveness of the ROI Methodology.

## Best Published Case Study

Case studies are important for teaching lessons learned and best practices about the success (or lack of success) with a particular project. This award recognizes the case study that best educates and supports professionals who are implementing the ROI Methodology.

## Best Practice Implementation

This award recognizes individuals or organizations for the results achieved through successful, enterprise-wide implementation of the ROI Methodology. Implementation strategies must describe successful practices used across all phases of implementation, including evaluation planning, data collection, data analysis, and communicating results.

## Most Innovative Approach to ROI

This award is given to the individual or organization that shows the most creativity in the implementation of the ROI Methodology. Innovation can occur in data collection, analysis, or reporting, or it can involve creativity in getting others involved, using data, and building capability.

## Best Published ROI Article

One of the most effective ways to educate others and support the ROI Methodology is to write an article for publication. This award recognizes that article that best informs others about how to use and apply the ROI process.

## ROI Practitioner of the Year

This award recognizes the individual whose advocacy of the ROI Methodology has broadly influenced audiences and organizations on both an internal and external level. This individual is one who has demonstrated, through professional practice, sustained integrity to the process – often in the face of organizational barriers – the leadership ability to create, support, and champion opportunities for creating a results-based culture.

## Best International Implementation

This award recognizes individuals who work across country borders to promote the implementation of ROI. This can include consulting work, conference presentations, workshops, or all three.

To apply or nominate, visit  
[www.roiinstitute.net/awards](http://www.roiinstitute.net/awards)

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# About the ROI Methodology™

The ROI Methodology is the most credible and most documented measurement and evaluation system in the world.

More than 5,000 professionals in more than 70 countries are using the ROI Methodology in their own organizations. Of these, 5,000 users are Certified ROI Professionals (CRPs). The ROI Methodology collects and analyzes up to six types of data:

- Reaction and Planned Action
- Learning and Confidence
- Application and Implementation
- Impact and Consequences
- Return on Investment (ROI)
- Intangible Benefits

This comprehensive process always includes a method to isolate the effects of the project or program, ensuring that stakeholders can truly understand and appreciate the contributions of their programs.

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