



ROI CERTIFICATION®

THE #1 SOURCE FOR MEASURING RETURN ON INVESTMENT FOR PROJECTS, PROGRAMS, & INITIATIVES

What is ROI Certification?

ROI Certification is a globally renowned process focused on measuring the true value of tough-to-measure initiatives using the ROI Methodology®. Participating in ROI Certification is the most comprehensive way to gain the skills needed to evaluate major programs and report the most credible results that drive organizational improvements.

What does it include?

ROI Certification includes a five-day in-person course, 300+-page workbook, reference books, case studies, and one-on-one virtual assistance to help you conduct an ROI Impact Study. Once you've demonstrated competency of applying the ROI Methodology through your study, the designation of Certified ROI Professional® (CRP) will be awarded, elevating you to an elite class of professionals who have this accolade.

How does it help my organization?

Certification provides assurance that the participant is thoroughly capable of implementing the ROI Methodology and conducting ROI Impact Studies. Earning this noteworthy credential provides employers with evidence of an employee's ability to measure and evaluate major programs, including return on investment.

Learning Objectives

- Five levels of evaluation
- Twelve steps in the ROI Methodology
- Twelve guiding principles
- Eleven ways to collect data
- Six ways to isolate the effects of program
- Eight ways to convert data to money
- How to calculate benefit-cost ratio (BCR) and return on investment (ROI)
- How to implement the ROI Methodology
- How to build support for the ROI Methodology



This program has been approved for 37.5 (HR General) Recertification Credit Hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute (HRCI).

Suitable for all types of projects and programs in:

- Change Management
- Communications/Public Relations
- Green Projects/Sustainability
- Human Resources/Human Capital
- Leadership/Coaching/Mentoring
- Lean/Six Sigma
- Logistics/Supply Chain/Procurement
- Marketing/Advertising
- Mergers and Acquisitions
- Organization Effectiveness/Development
- Performance Measurement
- Process Improvement
- Project and Program Management
- Quality Management
- Recognition/Incentives/Engagement
- Risk Management/Ethics/Compliance
- Safety and Health
- Strategy/Planning
- Talent Retention
- Technology/System/IT
- Training/Learning/Development

For more information, visit www.roiinstitute.net or email Melissa Brown, melissa@roiinstitute.net