



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



This program has been approved for 36 (HR General) Recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute (HRCI).

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

After attending this session, participants should be able to:

- Identify the five levels of evaluation.
- Apply the 12 steps in the ROI Methodology.
- Follow the 12 Guiding Principles.
- Collect data using appropriate techniques.
- Isolate the effects of a program.
- Convert data to money.
- Calculate benefit-cost ratio (BCR) and return on investment (ROI).
- Implement the ROI Methodology within your organization.
- Change the way they propose, implement, and evaluate programs, processes, and initiatives.

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.