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Show the Value of What You Do: Measuring and Achieving Success in Any Endeavor

Patti P. Phillips, Ph.D., and Jack J. Phillips, Ph.D.

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Objectives

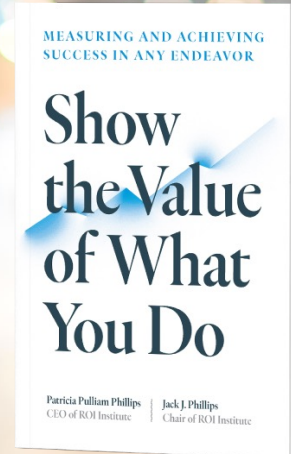
After this session, we hope you will use what you learn to:

- Change your approach to defining and achieving success while improving future results.
- Achieve success by delivering outcomes that matter.
- Add value to your work, your organization, and your community.

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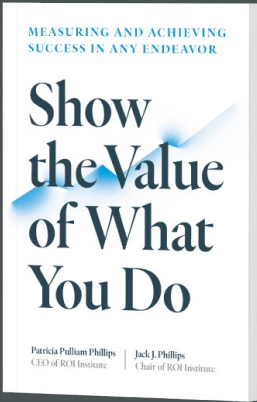
Resources



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Relatable
It's full of stories and examples representing a broad range of settings.

Methodical
This book will show you how to measure and improve the success of your work in six easy steps.

Accountable
It's a process that will help you design for, deliver, and measure success.

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How do you measure the success of your projects now? (Select all that apply.)

- ☐ I capture reaction and perception data.
- ☐ I measure what team members know to make it successful.
- ☐ I measure what team members are doing to make it successful.
- ☐ I measure the impact of the project.
- ☐ I measure the financial ROI.
- ☐ I do not measure the success of my projects.



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Delivering and Measuring Success

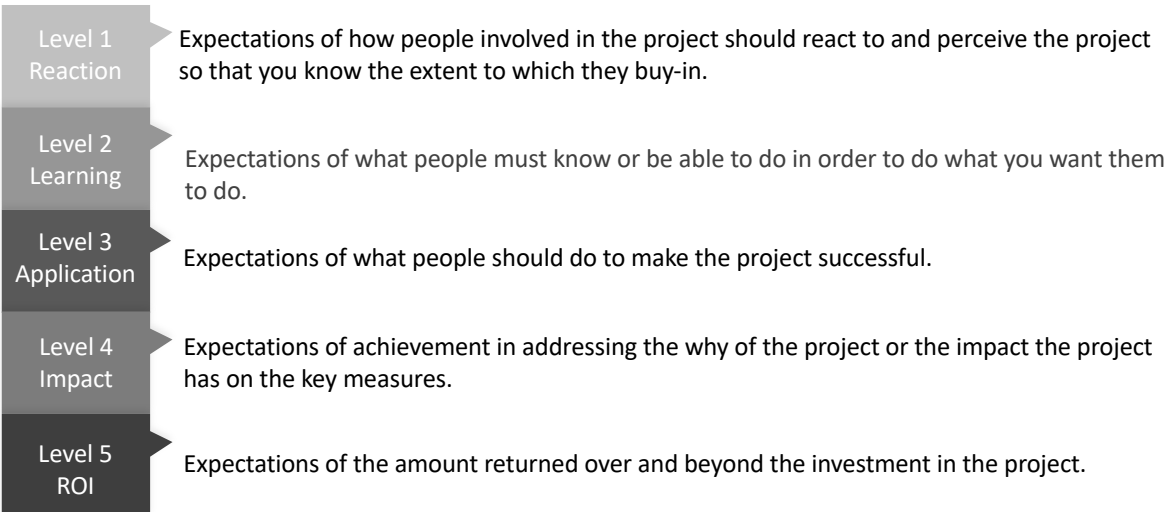
Traditional Approach	Show the Value Approach
Start doing things with no end goal.	Start with the end in mind.
Have no system or process to achieve success.	Follow six steps to achieve success.
Rarely achieve the end goal.	Design for and achieve desired goals.
Focus on activities instead of results.	Deliver results on activities including impact and ROI.

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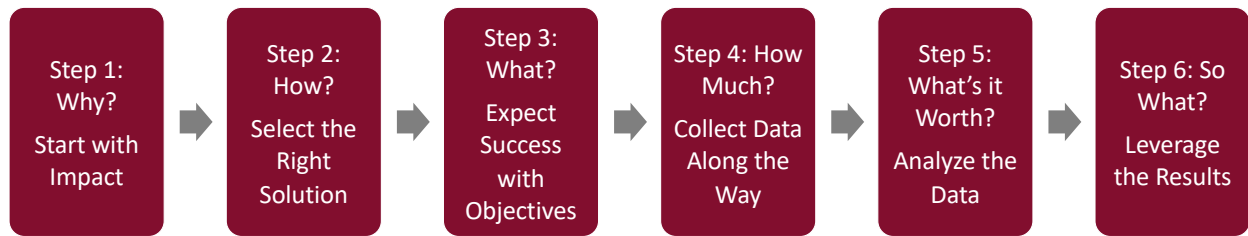


Five Levels of Success

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Show the Value Process



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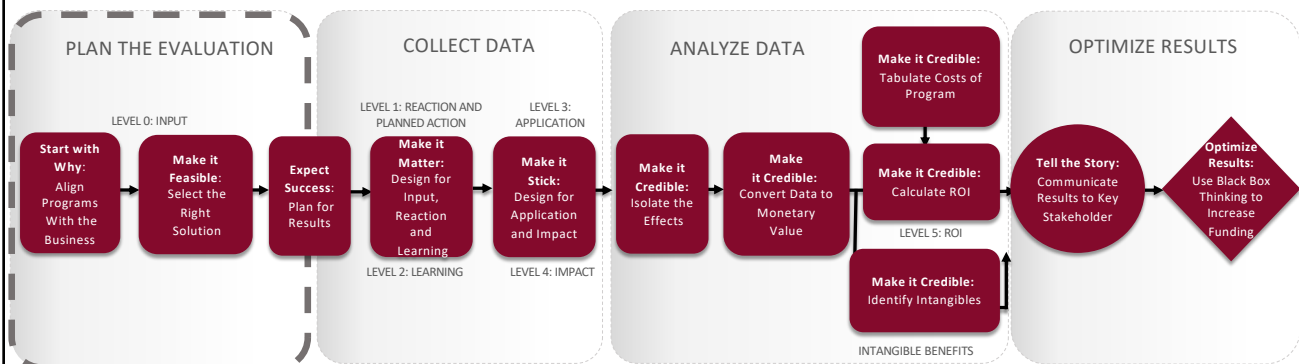
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The ROI Methodology Process Model

Designing for the Delivery of Business Results



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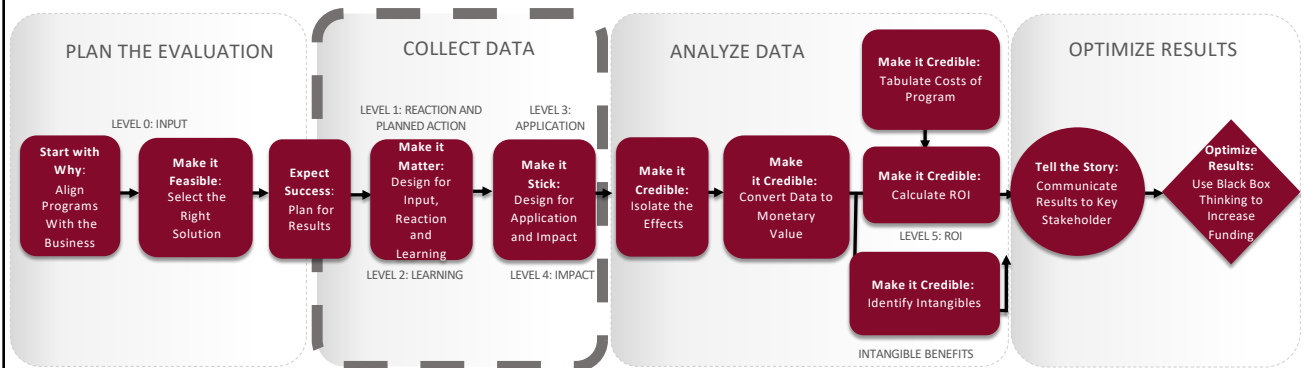
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The ROI Methodology Process Model

Designing for the Delivery of Business Results



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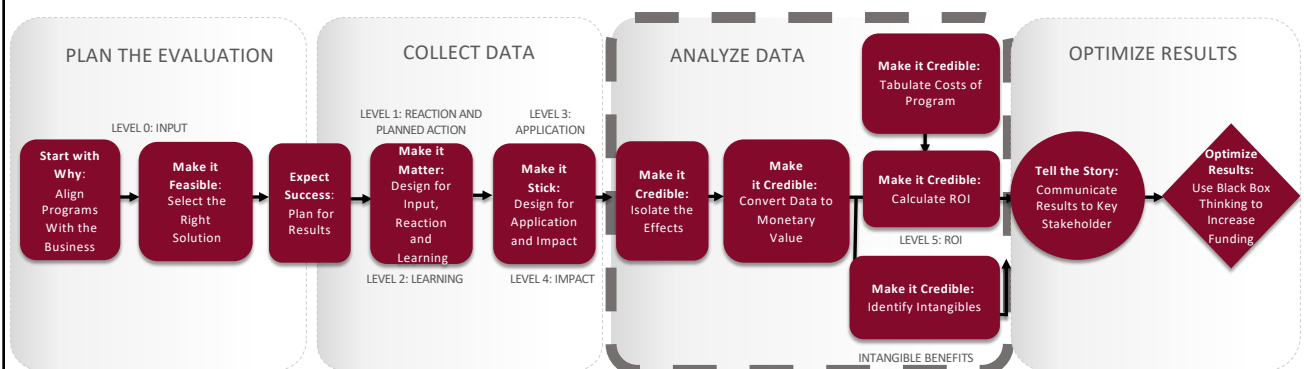
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The ROI Methodology Process Model

Designing for the Delivery of Business Results



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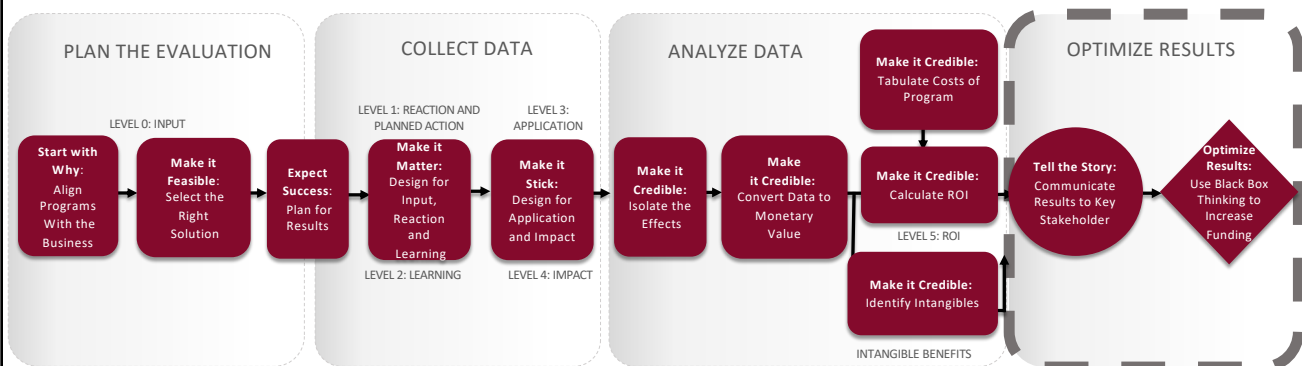
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The ROI Methodology Process Model

Designing for the Delivery of Business Results



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Why?

- Start with Impact
 - Begin with the End in Mind
 - Define Impact
 - Capture Value before Being Asked

Paula Patel

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How?

- Select the Right Solution
 - Find a Solution
 - Performance that Needs to Change
 - Learning that Supports the Change
 - Preferences that Need to be Met
 - Connect the Dots

KC Swat Team

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What?

- Expect Success with Objectives
 - How to Achieve Success
 - The Power of Objectives
 - Specificity Drives Results
 - Communicate, Communicate, Communicate
 - Plan the Remainder of the Journey

Poverty Stoplight

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How Much?

- Collect Data Along the Way
 - Data Collection
 - Data Collection Methods
 - Data Sources
 - Minimize Bias
 - Timing

Renew America Together

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What's it Worth?

- Analyze the data
 - Isolate Project Effects
 - Convert Data to Money
 - Determine the Intangibles
 - Tabulate Fully-Loaded Costs
 - Calculate the ROI

Jessica Kriegel

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So What?

- Leverage the Results
 - Communicate Results
 - Optimize Results
 - Leverage Results

Chaplains

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Rule	Its Meaning
Tell the complete story of success.	When conducting a higher level of evaluation, collect data at lower levels
Use the most credible sources.	When collecting and analyzing data, use only the most credible sources.
Choose the most conservative alternative.	When analyzing data, select the most conservative alternative for calculations.
Give credit where credit is due.	Use at least one method to isolate the effects of the solution.
Make no assumptions for nonrespondents.	If no improvement data are available for a population or from a specific source, assume that no improvement has occurred.
Adjust estimates for error.	Adjust estimates of improvement for the potential error in the estimates.
Omit the extremes.	Extreme data items and unsupported claims should not be used in ROI calculations.
Account for all project costs.	Fully load costs of the solution when analyzing ROI.

The Rules of the Road

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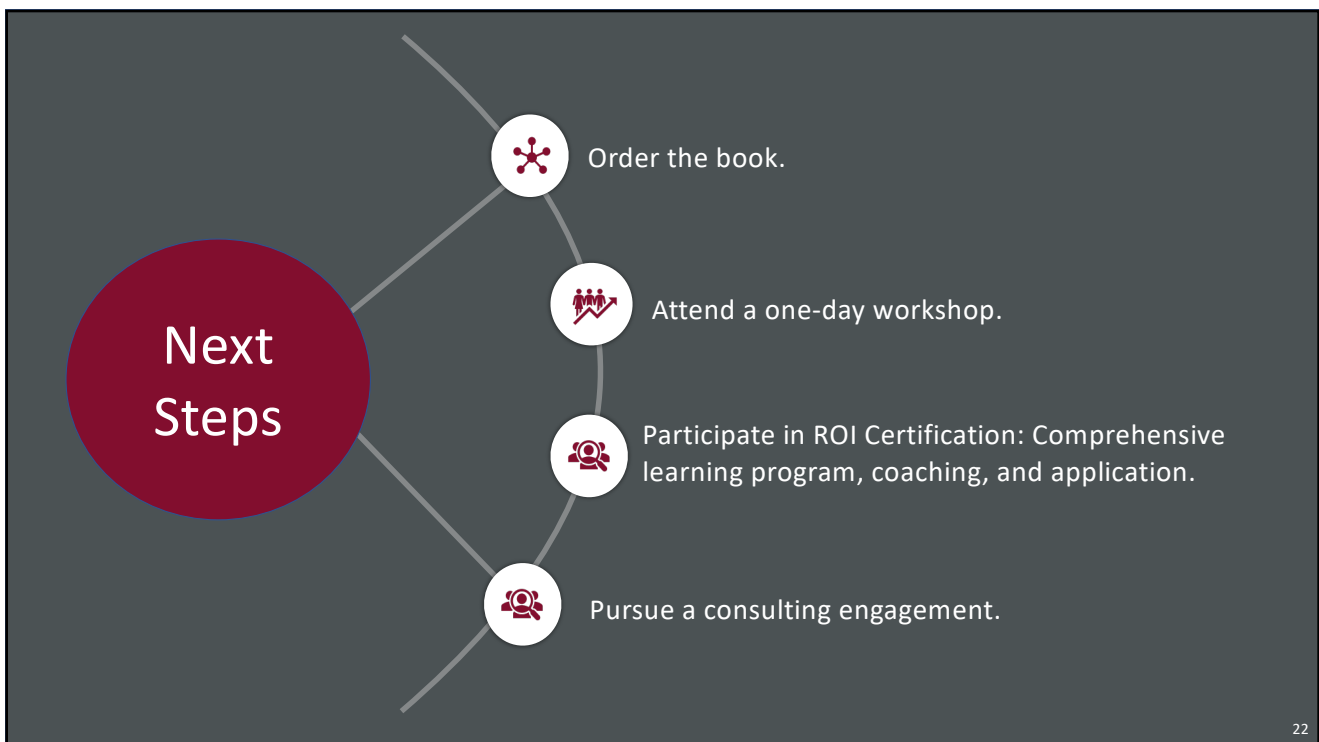


How will you use the content from today's presentation? (Select all that apply.)

- ☐ I will do a better job of aligning my project(s) to the business in the beginning.
- ☐ I will plan (design) for project(s) to deliver impact.
- ☐ I will improve project objectives, especially at the application and impact levels.
- ☐ I will evaluate project(s) to the impact level.
- ☐ I will leverage the project results to secure more funding, support, and respect.

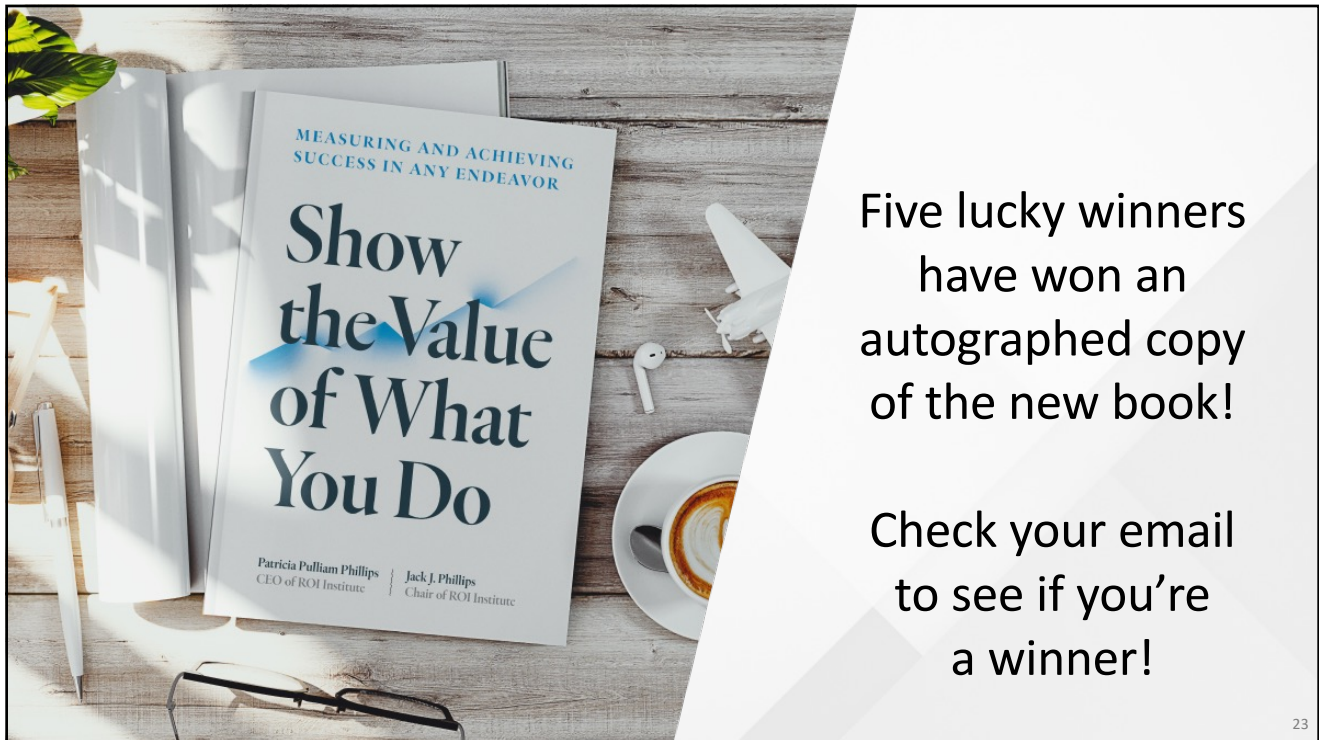
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Resources

[Click Here or Scan the QR Code to Access Resources](#)




Questions?

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