

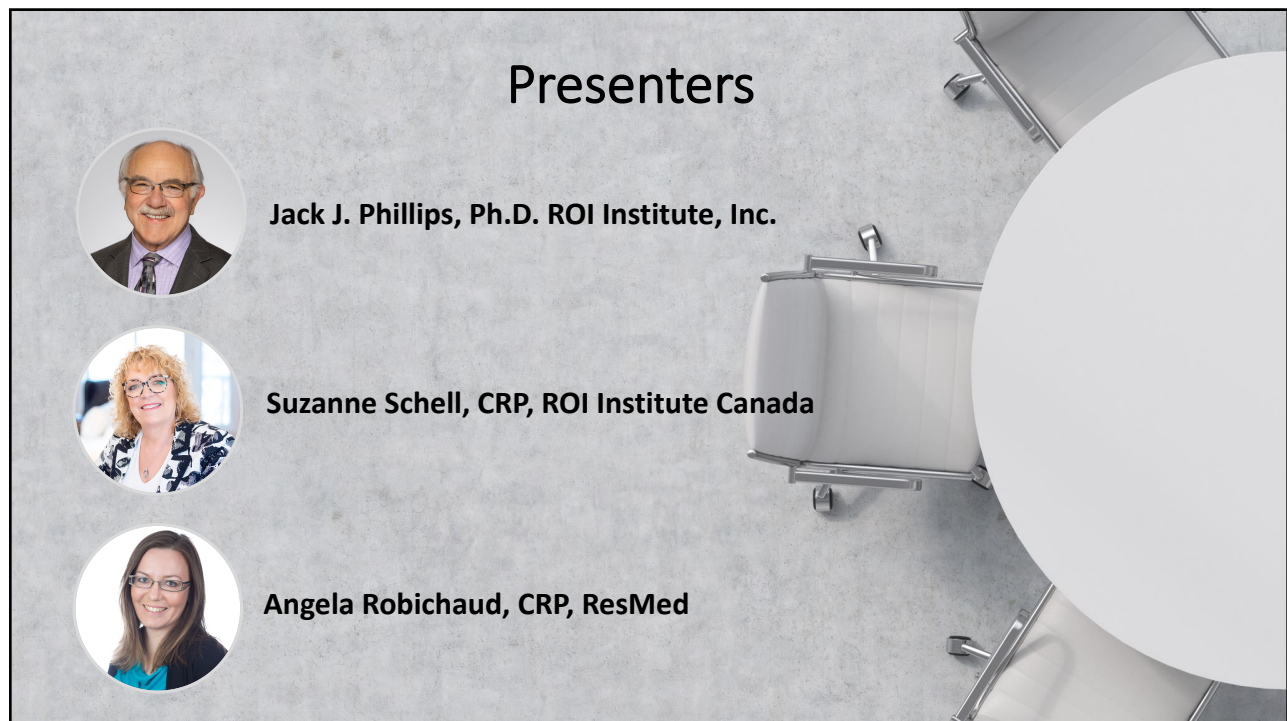


ROI INSTITUTE®

How to Become a Certified ROI Professional

Jack J. Phillips, Ph.D., ROI Institute, Inc., Suzanne Schell, CRP, ROI Institute Canada,
and Angela Robichaud, CRP, ResMed

1



Presenters



Jack J. Phillips, Ph.D. ROI Institute, Inc.



Suzanne Schell, CRP, ROI Institute Canada



Angela Robichaud, CRP, ResMed

2

Objectives

After attending this session, participants should be able to:

1. Describe the ROI Certification process.
2. Explain the value of becoming a Certified ROI Professional© (CRP).
3. Identify the approaches to become a CRP.
4. Plan next steps to achieve certification.



3

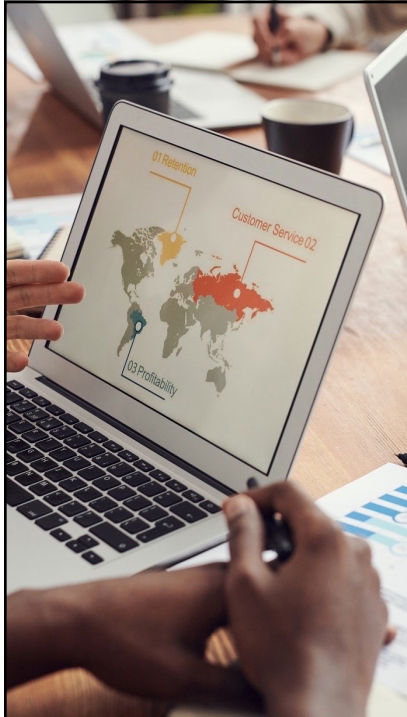
3

Resources



4

4



Why are you interested in ROI? (Select all that apply.)

- ☐ Top executives require impact and ROI. I must pursue this.
- ☐ I have pressure to justify my budget. I need to pursue this.
- ☐ I know I will need to demonstrate more value in the future.
- ☐ I want to show increased accountability for our expenditures.
- ☐ I want to explore new techniques to measure program success.

5

5

The ROI Methodology[®]

- Most used evaluation system in the world
- Endorsed by United Nations
- Endorsed by 26 federal governments
- Used by over 300 health care systems
- Used by over 150 colleges and universities
- Used by three-fourths of Fortune 500 organizations
- Used by major foundations such as the Gates Foundation

6

6

ROI Implementation

- ROI has been implemented in more than 70 countries.
- Over 26 federal governments have adopted the ROI Methodology.
- Over 6,000 organizations have implemented the ROI Methodology.
- Over 30,000 professionals have participated in two-day ROI skill building workshops.
- More than 16,000 participants have completed ROI Certification.
- More than 6,000 CRP designations awarded.
- Over 75 books published; 70 books translated from English.

7

More than 75 publications support the ROI Methodology



8

- Human Resources/Human Capital
- Training/Learning/Development
- Leadership/Coaching/Mentoring
- Knowledge Management/Transfer
- Recognition/Incentives/Engagement
- Work Arrangement/Systems
- Change Management/Culture
- Talent Management/Retention
- Policies/Procedures/Processes
- Technology/Systems/IT
- Meetings/Events/Conferences
- Marketing/Advertisement/Promotion
- Organization Development/Consulting
- Project Management Solutions
- Quality/Six Sigma/Lean Engineering
- Communications/Public Relations
- Public Policy/Social Programs
- Creativity/Innovation
- Ethics/Integrity
- Safety/Health/Fitness Programs
- Environment/Sustainability
- Healthcare Initiatives
- Schools/Colleges/Universities
- Public Sector/Nonprofits
- Faith-Based Programs
- Compliance/Risk Management

ROI is Appropriate For Many Fields

9

9



Demonstration of Value

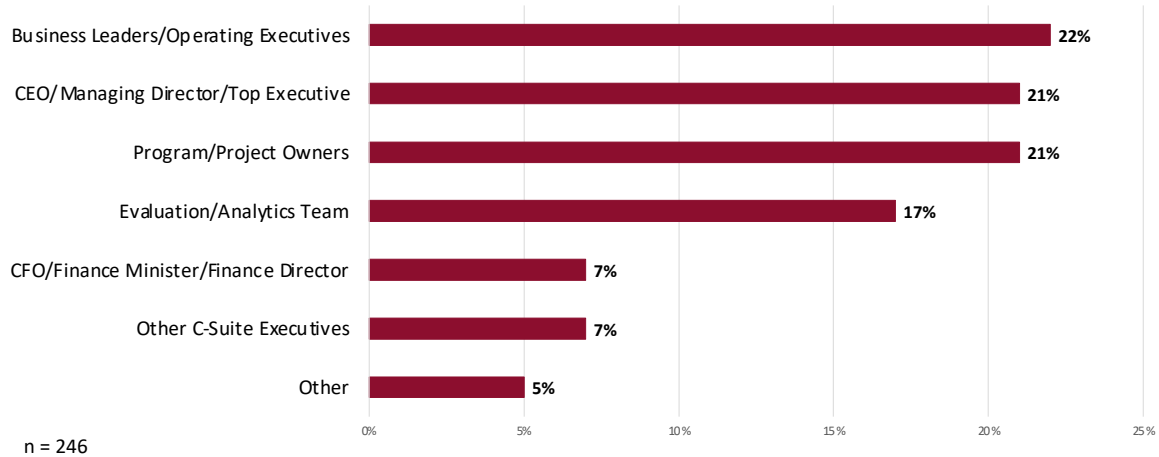
ROI Institute and ATD research show that the data CEOs receive are not demonstrating what they want out of their talent investment. (N=96)

Measures	Currently Measure	Should Measure	Importance
Inputs and Indicators	94%	86%	6
Efficiency	78%	82%	7
Reaction	53%	22%	8
Learning	32%	28%	5
Application	11%	61%	4
Impact	8%	96%	1
ROI	4%	74%	2
Awards	40%	44%	3

10

10

Who drives ROI in organizations?



ROI INSTITUTE*

11

11



What is your experience with ROI? (Select all that apply.)

- ☐ No experience with it.
- ☐ It's been suggested, but no action has been taken.
- ☐ I have attempted it.
- ☐ I have conducted an ROI study.
- ☐ I wish ROI would go away.

12

12

ROI Methodology Levels of Evaluation

Levels of Evaluation	Measurement Focus	Typical Measures
0. Inputs & Indicators	The input into the project in terms of scope, volume, efficiencies, costs	Participants, Hours, Costs, Timing
1. Reaction & Planned Action	Measures participant satisfaction and captures planned actions, if appropriate	Relevance, Importance, Usefulness, Appropriateness, Intent to use, Motivation to take action
2. Learning & Confidence	Measures changes in knowledge, skills, and attitudes	Skills, Knowledge, Capacity, Competencies, Confidence, Contacts
3. Application & Implementation	Measures changes in behavior or actions	Extent of use, Task completion, Frequency of use, Actions completed, Success with use, Barriers to use, Enablers to use
4. Business Impact	Measures changes in business impact variables	Productivity, Revenue, Quality, Time, Efficiency, Customer Satisfaction, Employee Engagement
5. Return on Investment	Compares project benefits to the costs	Benefit-Cost Ratio (BCR), ROI%, Payback Period

© 1995-2022 ROI Institute Inc. All Rights Reserved.

13

13

What is ROI?

$$\text{BCR} = \frac{\text{Program Benefits}}{\text{Program Costs}}$$

$$\text{ROI} = \frac{\text{Benefits} - \text{Costs}}{\text{Costs}} \times 100$$



14

14

What is ROI?

$$\text{BCR} = \frac{\$750,000}{\$425,000}$$

$$\text{ROI} = \frac{\$750,000 - \$425,000}{\$425,000} \times 100$$



15

15

What is ROI?

$$\text{BCR} = \frac{\$750,000}{\$425,000} = 1.76:1$$

$$\text{ROI} = \frac{\$750,000 - \$425,000}{\$425,000} \times 100 = 76\%$$



16

16



Measurement Targets

How are users evaluating?

Level	Recommended % of Programs	**Benchmarking %
0 Input	100%	100%
1 Reaction	100%	80%
2 Learning	80-90%	70%
3 Application	30%	49%
4 Impact	10%	37%
5 ROI	5%	18%

*Percentage of programs evaluated at each level each year

**Benchmarking 2020

What is your status?

17

17

Characteristics of Programs Suitable for Impact and ROI



Cost of the program



Linkage of program to operational goals and issues



Importance of program to strategic objectives



Top executive interest in the evaluation



Visibility of the program



Size of target audience



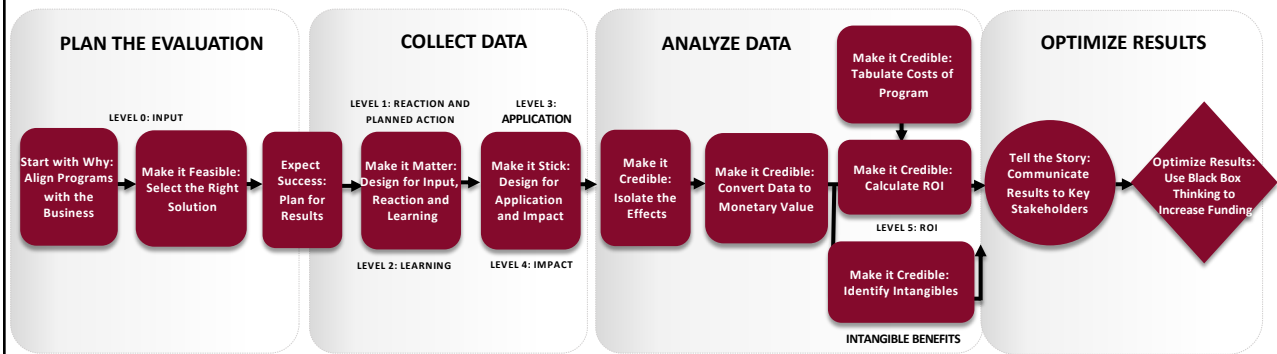
Investment of time required

18

18

The ROI Methodology® Process Model

Designing for the Delivery of Business Results

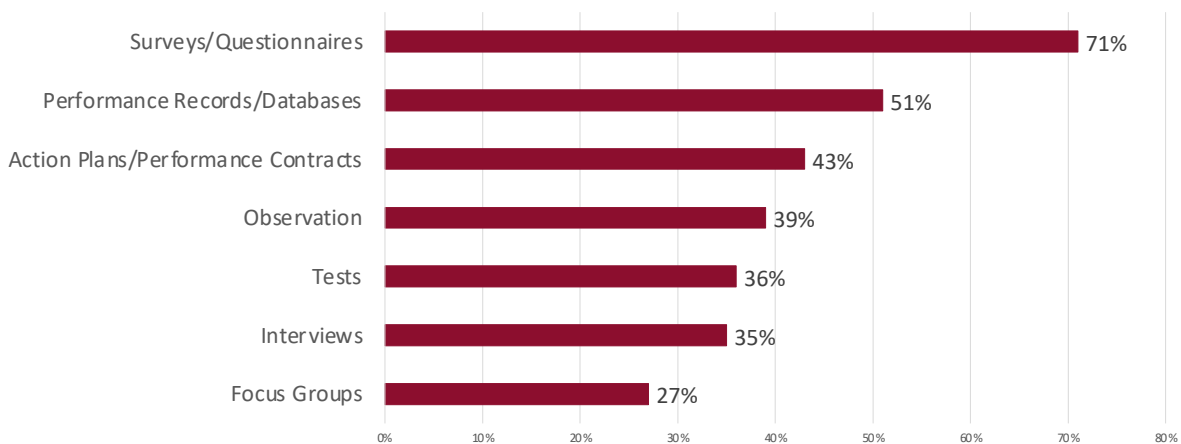


© 1995-2022 ROI Institute Inc. All Rights Reserved.

19

19

Data Collection Methods

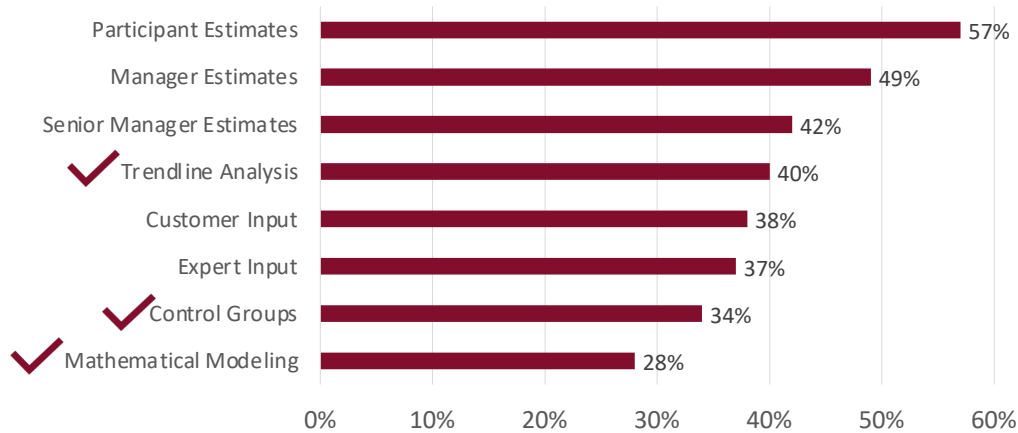


*Survey of Users, N = 246

20

20

Isolation Methods

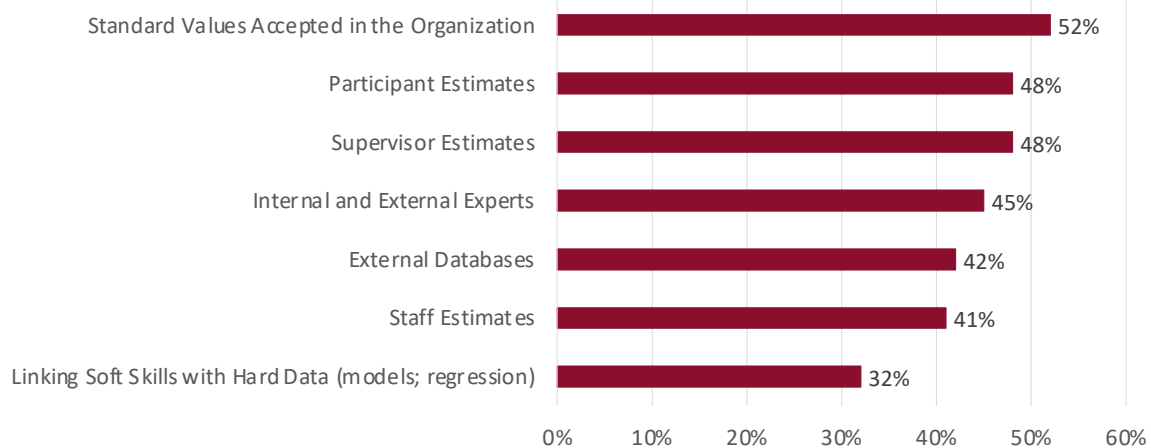


*Survey of Users, N = 246

21

21

Data Conversion Methods



*Survey of Users, N = 246

22

22

Guiding Principles

1. When conducting a higher-level evaluation, collect data at lower levels.
2. When planning a higher-level evaluation, the previous level of evaluation is not required to be comprehensive.
3. When collecting and analyzing data, use only the most credible sources.
4. When analyzing data, select the most conservative alternative for calculations.
5. Use at least one method to isolate the effects of a project.
6. If no improvement data are available for a population or from a specific source, assume that little or no improvement has occurred.
7. Adjust estimates of improvement for potential errors of estimation.
8. Avoid use of extreme data items and unsupported claims when calculating ROI.
9. Use only the first year of annual benefits in ROI analysis of short-term solutions.
10. Fully load all costs of a solution, project, or program when analyzing ROI.
11. Intangible measures are defined as measures that are purposely not converted to monetary values.
12. Communicate the results of ROI Methodology to all key stakeholders.

23

23

ROI Certification Components

Pework	Identify a project or program for ROI evaluation. Prepare for the basics.
Comprehensive Learning Program	Engage in content-rich, interactive sessions that focus on your evaluation project.
Materials	Utilize a 300-page action-oriented workbook, several reference books, and job aids.
Virtual Assistance through Group Coaching	Seek help with your ROI evaluation, identifying barriers and enablers to success.
ROI Academy Library	Access dozens of tools, templates, and job aids in members-only portal.
Right to Use Materials	Receive reproducible ROI materials to use internally with clients and colleagues.
Certified ROI Professional (CRP)	After study is approved following ROI standards, join more than 6,000 others who hold this unique, sought-after credential.

24

24

What type of person is best suited to be a CRP?

1. Knows the organization(s)
2. Good problem solver
3. Detail-oriented
4. Good presenter
5. Good writer



25

25



How long does it take to conduct a study?

If the data are available, most evaluation studies can be completed in one to three weeks.

26

26



How do you report and submit your evaluation study?

It ranges from a presentation in group coaching to a detailed report.

27

27

Benefits of Implementing the ROI Methodology



- Justify/defend budgets.
- Align projects to business needs.
- Show contributions of selected projects.
- Earn respect of senior management/ administrators.
- Build staff morale.
- Improve support for projects.
- Improve projects with process improvement.
- Identify inefficient projects that need to be redesigned or eliminated.
- Identify successful projects that can be implemented in other areas.

28

28

What is the best way to learn the ROI Methodology?

1. Briefings
2. Awareness workshops
3. ROI Certification— a process involving:
 - Pework
 - Comprehensive learning program
 - Workbook, reference books, job aids
 - Group coaching
 - Feedback and approval of evaluation study
 - Right to use materials Internally
 - Certified ROI Professional® (CRP) designation
 - Lifetime access to ROI Institute resource library
 - Membership to ROI Network

29

29



What are your concerns about the ROI Methodology?

- ☐ No concerns.
- ☐ It's too complicated.
- ☐ It takes too long.
- ☐ It's too expensive.
- ☐ No one is asking for this.

30

30



SCAN ME

[CLICK HERE](#) or scan the QR code to access resources from today's session.



31

ROI INSTITUTE®

Need an ROI study on an important program or project?

ROI Certification is the Solution!

By attending ROI Certification, participants will:

- Build serious measurement and evaluation capability.
- Participate in live weekly coaching with ROI Institute leaders.
- Complete an ROI evaluation study on an important program.
- Earn the Certified ROI Professional® (CRP) designation.
- Join a Network of more than 6,000 ROI professionals.



Webinar attendees receive 10% off registration fee.
Use code **ROI10** at checkout.

Visit <https://www.roiinstituteacademy.com/ROI-Certification-Options> for details.




32



ROI Boot Camp
 December 14, 2022, 9:00 am - 3:00 pm CST
 Also available On-Demand

During ROI Boot Camp, participants will learn about:

- The benefits and barriers of using ROI
- The five levels of evaluation
- The 12 steps in the ROI Methodology
- The 12 guiding principles
- Collecting data at multiple levels
- Isolating the effects of your programs
- Converting data to money
- Calculating ROI

<https://www.roiinstituteacademy.com/roi-institute-boot-camps>

ROI INSTITUTE®
 — ONLINE ACADEMY —

SCAN ME

 This activity has been approved for 5 HR (General) re-certification credit hours toward aPHR™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ re-certification through HR Certification Institute® (HRCI®)

 This Boot Camp has been pre-approved by Training Industry for 5 continuing education recertification hours toward the Certified Professional in Training Management credential.

33



Questions?

Jack@roiinstitute.net
Suzanne@roiinstitutecanada.com
Angela.Robichaud@resmed.com

ROI INSTITUTE®

34