

# ROI Institute Awards



ROI Institute's award program recognizes exemplary practices in the 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.

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## ROI Institute Awards are presented in each of the following categories:

### Best ROI Impact Study

Hundreds of studies are conducted each year. This award recognizes a 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.

### 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.

### 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 Research

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

### 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.

### 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.

### Best ROI Forecast

An ROI forecast shows the monetary value a project or program will deliver compared to the proposed cost. This award recognizes individuals conducting conservative credible ROI forecasts before implementing initiatives to make a compelling business case that will convince even the most conservative CFO to allocate funds for the project.

### 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.

### 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.

### Social Impact Award

This award recognizes an outstanding person, project, or initiative making a social impact in the world. Ideal candidates are nonprofit organizations focusing on ensuring their programs deliver the desired impact. These organizations do not rest with the fact that processes are in place or actions are being taken. Instead, they deliver the consequences that are important for the mission they serve with a relentless focus on providing impact.

### Best Supply Partner

This award recognizes service providers who are making a difference in the world. These supply partners are fearlessly stepping up to the challenge of providing results that their clients want to see. This includes evaluating their services to the impact and even ROI levels of accountability, and this effort is making a difference in the acceptance of their services.

### Best ROI Certification Host

Most in-person ROI Certifications are hosted by an organization. Essentially, they are building capability in their team and inviting others to come into their facility and learn ROI skills. This award goes to the best certification host during the year. The host makes the participants feel welcome, creates a conducive learning environment, and provides an excellent experience throughout the week.

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