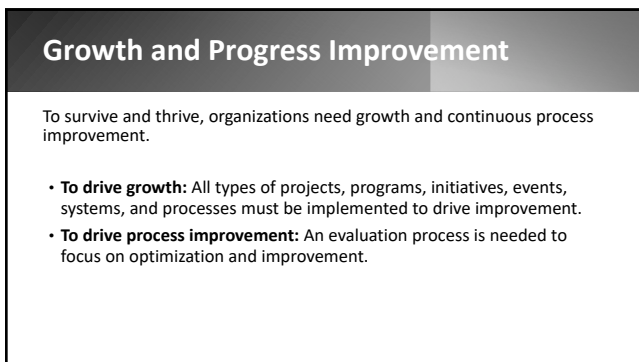




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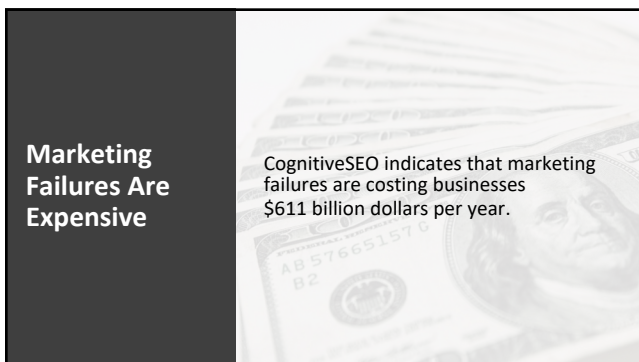


IT Failures Are Expensive

PwC found that IT failures cost the US economy about \$50 to \$150 billion annually.

The slide features a header image with a line graph and a footer image of a computer keyboard.

4

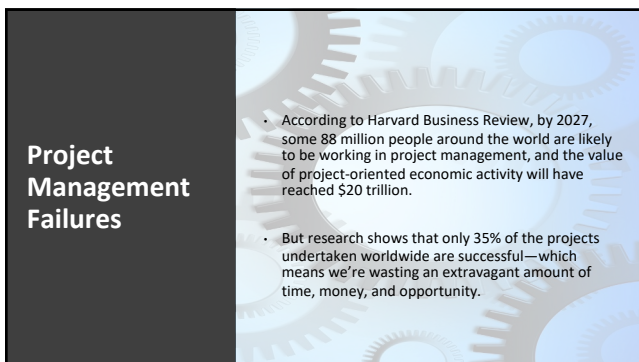


Marketing Failures Are Expensive

CognitiveSEO indicates that marketing failures are costing businesses \$611 billion dollars per year.

The slide features a header image with a stack of US dollar bills.

5



Project Management Failures

- According to Harvard Business Review, by 2027, some 88 million people around the world are likely to be working in project management, and the value of project-oriented economic activity will have reached \$20 trillion.
- But research shows that only 35% of the projects undertaken worldwide are successful—which means we're wasting an extravagant amount of time, money, and opportunity.

The slide features a header image with interlocking gears.

6

HR Failures Are Expensive

- According to a study by the Future Foundation and reported in Inc. Magazine, the US is devoting \$105 billion a year to correcting problems associated with poor hiring and people management practices. This shortfall is worth about 1% of the total US GDP.
- The reason for this failure is that businesses waste the talent and potential of their workforces and fail to match the right people to the right jobs.

7

Learning & Development Failures Are Expensive

- It is estimated that at least \$500 billion dollars are spent globally annually on learning and development for employees.
- Consistent and repeated research shows that at least 60% of the learning is not used.
- This means that about \$300 billion dollars are wasted each year in learning and development because of this lack of use, which is often called scrap learning.

8

The Solution

Projects must be:
Designed for impact

Projects must be:
Delivered for success

Projects must be:
Evaluated for
improvement

Projects must be:
Optimized to
influence funding

The ROI Methodology tackles
all four issues.

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The ROI Methodology Has Been Implemented in Over 20 Professional Fields

- 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
- Compliance/Risk Management
- 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
- Faith-Based Programs

10

10

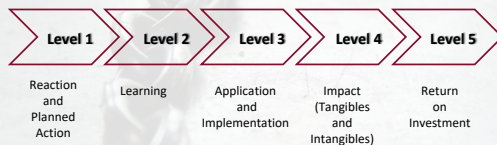
The ROI Methodology is Used in All Types of Organizations

- Publicly traded businesses
- Privately held businesses
- Governments (federal, state, & local level)
- Nongovernment organizations
- Nonprofits
- Universities
- Community colleges & technical institutes
- K-12 school systems
- Foundations
- Charities
- Healthcare organizations
- Networks & alliances
- Associations
- Religious organizations

11

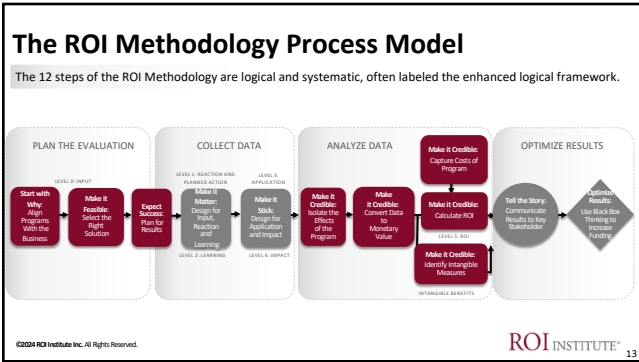
ROI Methodology Foundation

The Value Chain



The process always includes a technique to isolate the effects of the project from other influences.

12

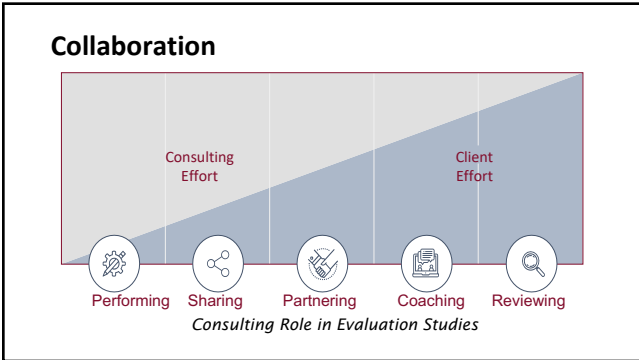


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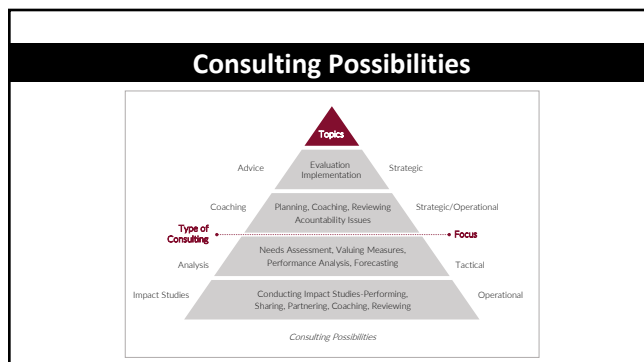
Options For Conducting an Evaluation

- ROI Institute conducts the study
- ROI Institute and your team collaborate on the study
- ROI Institute teaches your team to conduct a study through the ROI Certification process

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Benefits of Conducting an Impact/ROI Evaluation

1. Independent assessment
2. Proof of results
3. It's an investment – not a cost
4. Increase support and commitment
5. Enhance future funding
6. Process improvement
7. Team recognition

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Typical Certification Components	Prepare for Success	Identify a project or program for ROI evaluation. Prepare for the basics.
	Workshop	Five days of content-rich, interactive sessions. The focus is on your project evaluation.
	Workbook and Materials	A valuable 300-page, action-oriented workbook. Several books to use as references.
	Virtual Assistance	One-on-one help with your ROI evaluation. Review and approval of your ROI study.
	Access to Resource Portal	You have access to a portal with many tools, templates, research papers, case studies and other documents to help you with ROI use.
	Right to Use Materials	You have the right to reproduce our materials and use internally with your clients and colleagues.
	Certified ROI Professional (CRP) Designation	A unique, sought-after credential.

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Multiple Ways to Achieve Certification

On-Demand

Live Virtual

Blended Learning

In-Person
Open Enrollment

In-Person Internal

Guided Self-Study

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Certification Statistics

- First Session – Internal – 1992
Johannesburg, South Africa
- First Open Enrollment – Public – 1995
- Total Participation – More than 20,000
- Total CRPs – More than 7,000
- Facilitators – 25
- Languages – 8
- Countries – More than 70

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Revenue Streams

- Certification
- Consulting Services
- Workshops
- Coaching

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A Sample of Workshops

- The Value of Innovation
- Connecting HR to Business Results
- The Bottomline on ROI
- Measuring the ROI of Sustainability Projects
- Forecasting ROI
- Measuring the ROI of Motivation & Recognition
- Measuring the ROI of Learning Through Technology
- Measuring the ROI in Sales Training
- Measuring the Success of Employee Engagement
- Measuring the ROI in Health & Safety
- Measuring ROI in Healthcare
- Measuring ROI in the Public Sector
- Maximizing the Value of Consulting
- Measuring the ROI in Technology
- Measuring the ROI for Meetings & Events
- Measuring the ROI in Marketing
- Project Management ROI
- Measuring ROI in Coaching
- Measuring ROI in Leadership Development
- Measuring ROI in Soft Skills
- Measuring the ROI in HR and L&D
- Measuring the ROI in Organization Development
- Achieving Business Alignment
- Developing a Successful Consulting Practice
- Making Human Capital Analytics Work
- Developing a High-Impact Human Capital Strategy
- Investing in Human Capital
- Performance Consulting
- The Chief Talent Officer
- Developing an Evaluation Strategy
- Designing for ROI
- Developing Objectives that Link to the Bottomline
- Survey Design and Analysis
- Writing for Publication
- Making the Business Case

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More Than 100 Books with Publishers

Series: "Human Performance Improvement"	
Gulf, Elsevier, Rutledge	32
Series "HRD in Action"	
ASTD, now ATD	30
Series: "Measuring the Success of"	
ATD	6
Series: "Measuring ROI"	
Wiley	7
Other Wiley	6
Other ATD Books	14
McGraw-Hill	7
Berrett-Koehler	3
SHRM	2
Other	3

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Intellectual Property

- Trademarks
 - ROI Institute
 - ROI Methodology
 - ROI Certification
 - Certified ROI Professional
- Domain Names
 - More than 100 protected names
- Copyrights
 - More than 100 books
 - More than 300 articles

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Structure – Staff

Type	Target
Employees	12
Independent Contractors (USA)	25
Partners* (Other Countries)	45

*Each Partner must have a full-time ROI Consultant/Trainer

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Partners

- 45 partners representing 70 countries
- Most partners provide
 - Consulting
 - Certifications and Workshops
 - Webinars and Speaking Opportunities
 - Writing
 - Research
- Most Partners have a full-time or FTE assigned to ROI work
- Most partners serve a clearly defined market

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