

Measuring the ROI of Your Program

A 2-day ROI Competency Building Workshop



Overview

Today, more than ever, professionals involved in change initiatives such as Human Resources, Innovation, ESG, or other, must ensure that their results are fully aligned to the business. As new programs are designed and developed, steps must be taken to ensure that they translate into measurable transparent business outcomes.

This interactive workshop will focus on business alignment and objective measurement of any type of project or program.

Who Should Attend?

This workshop is designed for anyone who is responsible for implementing HR, learning, and change initiatives and achieving and maintaining business alignment in these projects and programs. Individuals who should attend are, HR Advisors, Learning and Development Managers, Management Development Specialists, Evaluation Managers and Specialists, Performance Consultants, Talent Management Directors, Organizational Development Consultants, and Change Management Consultants.

Materials

Each participant will receive a detailed workbook that includes tools, resources, and case studies; two job aids, and a copy of *Accountability in HR: Connecting HR to Business Results* by Jack J. Phillips, Patti Pulliam Phillips, and Kirk Smith (Routledge, 2016).

Aartha

Aartha enables organizations to understand the impact their programs and initiatives have. Using well-proven frameworks and methodologies to clarify progress and increase transparency, Aartha defines success metrics, designs for outcome, measures progress, and articulates value in each stage of an initiative, pre-design to post implementation. This approach uncovers an initiative's value and surfaces important uncommon insights. Learn more at aartha.sg.

ROI Institute

ROI Institute, Inc. helps organizations evaluate the success of projects and programs. The main process, the ROI Methodology, is the most used and implemented evaluation system in the world. We provide workshops, consulting, coaching, briefings and presentations, research, and benchmarking. ROI Institute operates through a network of partners and associates. Aartha is the Asia-Pacific Regional Partner to ROI Institute. Learn more at roiinstitute.sg.

Objectives

- Identify the drivers for ROI
- Identify the five levels of outcome evaluation
- Make the business case for ROI
- Address issues of data collection, isolating the effects of the program, and converting data to money
- Develop program objectives at multiple levels
- Explain to clients how ROI works
- Identify 7 to 12 guiding principles
- Describe the 12 steps in the ROI Methodology
- Plan next steps

Facilitator

This workshop is facilitated by an authorized ROI Institute facilitator.