

## ABOUT THE ROI INSTITUTE

The ROI Institute, Inc. is the leading resource on research, training, and networking for practitioners of the Phillips ROI Methodology.

With a combined 50 years experience in measuring and evaluating training, human resources, technology, and quality programs and initiatives, founders and owners Jack J. Phillips, PhD, and Patti P. Phillips, PhD., are the leading experts in return-on-investment (ROI).

The ROI Institute, founded in 1992, is a service-driven organization that strives to assist professionals in improving their programs and processes through the use of the ROI Methodology. Developed by Jack Phillips, this methodology is a critical tool for measuring and evaluating programs in 18 different applications in more than 40 countries.

The ROI Institute offers a variety of consulting services, learning opportunities, and publications. In addition, it conducts internal research activities for the organization, other enterprises, public sector entities, industries, and interest groups. Together with their team, Jack and Patti Phillips serve private and public sector organizations globally.

## BUILD CAPABILITY IN THE ROI METHODOLOGY

The ROI Institute offers a variety of workshops to help you build capability in the ROI Methodology. Among the many workshops offered through the ROI Institute are:

- One-day *Bottomline on ROI* Workshop—provides the perfect introduction to all levels of measurement, including the most sophisticated level, ROI. Learn the key principles of the Phillips ROI Methodology and determine whether your organization is ready to implement the process.
- Two-day *ROI Competency Building* Workshop—the standard ROI Workshop on measurement and evaluation, this two-day program involves discussion of the ROI Methodology process, including data collection, isolation methods, data conversion and more.

## ROI CERTIFICATION™

The ROI Institute is the only organization offering certification in the ROI Methodology. Through the ROI Certification process, you can build expertise in implementing ROI evaluation and sustaining the measurement and evaluation process in your organization. Receive personalized coaching while conducting an impact study. When competencies in the ROI Methodology have been demonstrated, certification is awarded. There is not another process that provides access to the same level of expertise as our ROI Certification. To date, over 5,000 individuals have participated in this process.

For more information on these and other workshops, learning opportunities, consulting, and research, please visit us on the web at [www.roiinstitute.net](http://www.roiinstitute.net), or call us at **205.678.8101**.