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Measuring ROI in Executive Education: the Latest ROI Application

Birmingham, AL, September 22, 2011-- Recently, The ROI Institute has clearly identified the need for more focus on measuring the impact and ROI on executive education. In July the ROI Institute conducted an ROI Certification at the India School of Business in Adeerbah, India. The focus of the internal certification was on measuring the impact and ROI on executive education. The director of open enrollment programs and the direct of custom design programs participated along with several program managers and professors. In total 19 individuals participated. The India School of Business, which was founded with assistance and support of the Kellogg's School of Business, Horton School of Business, and a London School of Business, sees the measurement of impact and ROI of executive education as a strategic advantage. As Jack Phillips, who conducted the ROI Certification, explains, "ISB clearly sees the use of ROI for their programs as a strategic advantage, as other prestigious institutions have entered the premium executive education market in India. ISB, through a partnership arrangement with ROI Institute will implement this in their major programs and continue to focus on their concept of delivering real results."

Earlier this month another ROI Certification focusing on executive education hosted by the University of California Berkley at HAAS School of Business took place. This program attracted individuals involved in executive education programs throughout the USA, Canada, and Brazil. As with ISB, UC Berkley sees showing the value of the programs a strategic advantage to set their programs apart from others.

With these two certifications, which were built on partnerships with both UC Berkley and ISB, the ROI Institute is launching a professional practice in this area to help business schools around the world show the value of what they do. Part of this process will involve books, case studies, additional training, and tools and templates for this important market.

“Executive education continues to grow, particularly with well respected and reputable business schools,” adds Patti Phillips, President and CEO of the ROI Institute. “At the same time, the top executives are beginning to question the value of these programs. The more progressive schools are tackling this issue before they are being forced to by key clients.”

Jack Phillips adds, “Waiting for a request from a client puts the executive education at a precarious position. They are now reacting to a request and they are on the client’s timeline agenda, which is not a good place to be. The best approach is to take a proactive stand to show the value of business education. The good news is that the ROI Methodology works extremely well in this space, showing the business value and financial

ROI in executive education programs. To do so requires a shift in mind set and some advance planning to connect the programs to the business. We are very pleased to provide more focus and attention to this important market.”

For additional information on measuring ROI in executive education please contact The ROI Institute.