

SHOW ME THE MONEY!

The next time your managing director, CEO, top administrator or CFO asks you,

“What’s the value of that?”

“What is the ROI on this project?”

“How will that really drive value?”

“How does this support our goals?”

CONTACT THE ROI INSTITUTE.

WE HAVE THE ANSWER.

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ROI INSTITUTE™

Who We Are



Jack and Patti Phillips are the founders of the ROI Institute and serve as Chairman and CEO, respectively. Collectively, they are authors or editors of over 60 books on the ROI Methodology™.

The ROI Institute operates through a network of consultants in the USA and over 50 countries. These professionals, associates and partners of the ROI Institute are experts in their particular area or field.

ROI INSTITUTE™

SHOW ME THE MONEY

How to Determine ROI in People, Projects, and Programs

Jack J. Phillips & Patricia Pulliam Phillips
Chairman, ROI Institute CEO, ROI Institute

A Step-by-Step Guide to Forecasting and Measuring Six Types of Value



WHO WE ARE ...
WHAT WE DO

THE ISSUE

Have you ever experienced any of the following requests or questions?

- What's the value of that?
- Show me the money!
- What is the ROI on this project?
- Show me the value before you implement it.
- What's the bottom line?
- How will that project add value?



These and other questions and requests focus on the value of projects and programs. Our mission is to help individuals and organizations measure the value of what they do, either

before a project is implemented, during implementation, or after its completion.

We do this in three ways:

- We **teach** clients how to do it
- We **partner** with clients to do it
- We **do** it for clients

If you are concerned about the value of a particular project or program that you plan to implement or have implemented – we can help. The ROI Methodology™ developed by the ROI Institute is the most credible way to develop this value.

THE ROI METHODOLOGY™

Our process generates up to six types of data describing project success:

1. The reaction to the project
2. The learning necessary to make the project successful
3. The application and implementation of the project
4. The business impact connected to the project
5. The financial ROI, and
6. Intangible benefits

We capture data using logical, sequential processes. The ROI Process presents easy, affordable, and feasible methods to collect these data.

Of course, we must have rules in place to guide us in measuring the ROI—the assumptions we make in analysis. The assumptions are called Guiding Principles, which are the standards for the process and are very conservative. The method creates a credible, CFO– and CEO-friendly process that is adaptable to any type of project in any type of organization.

HOW WE DO IT

The principal way in which we help clients is to teach them how to conduct impact studies. These studies measure up to six types of the data showing the value of the particular project. Clients learn how to conduct studies through a variety of workshops, ranging from one to five days. These workshops show how the process works and the client develops skills to conduct studies. The best way to learn how to conduct studies is through the five-day ROI Certification™ process.

In addition to teaching, the ROI Institute documents its methodology in books and journals around the world.

WHO WE HELP

Whether you are in a private business, the public sector, a non-profit, or a non-governmental organization (NGO), the ROI Methodology can help you determine the value of your projects or programs. The process works for manufacturing and service firms, government agencies, charities, foundations, social organizations, educational institutions, religious organizations, and health-care firms. The particular fields include learning and development, human resources, corporate communications, public policy, technology, quality, compliance, marketing, meetings and events, green and sustainability issues, and many other processes.

OPTIONS

Most people prefer to develop their own capability for themselves. Over 5,000 individuals have made the decision to participate in ROI Certification. To date, over 3,000 of them have earned the designation of Certified ROI Professional (CRP), demonstrating that they know how to conduct an ROI study. A CRP can conduct ROI studies conveniently and effectively without the additional cost of relying on consultants.



Of course, if you *prefer* consultants, we have over 100 ROI-certified consultants who are experts in this methodology. These experts have conducted dozens of studies and coauthored books on this methodology. Chances are we have a consultant located near you. Consultants can partner with you to develop an impact study or can conduct it for you.