ROI INSTITUTE™

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FOR IMMEDIATE RELEASE

ROI Institute and Learn.com Have Announced a Series of Webcasts for Learning and Development Professionals

***Birmingham, Alabama,* December 22, 2009-** ROI Institute and Learn.com are launching a series of 12 webcasts to help learning and development professionals connect programs to the business. The webcasts will show learning and development professionals how to measure the success of programs up to and including impact and ROI data.

An outgrowth of the partnership between the ROI Institute and Learn.com, this series of webcasts will continue throughout 2010. They will provide insight into a variety of issues to measure the success of learning and development. Individuals are invited to attend the free webcasts and they will be archived for future use. The series include timely topics that address the core of accountability. Webcast presenters will be Jack Phillips and Patti Phillips, alternating the assignments. For more information on individual webcasts click here. Each webcast will be conducted 2:30 p.m. Central/3:30 p.m. Eastern. Further details regarding each webcast are as follows:

1. ***12/14/2009—Measuring the Success of Learning and Development: Why ROI and Why Now?***

With the current economic turmoil, it is critical to connect learning and development to the business and show executives the value of their investment in this area. A recent survey of Fortune 500 CEOs conducted by the ROI Institute, revealed some startling information. Only four percent of CEOs are currently measuring ROI and 74 percent state ROI should be measured in the future.

As we emerged from the recession, there will be more requests to show value than ever before, including an occasional forecast of value before the program is implemented. This Webcast traces the forces that are creating the need for more accountability, up to and including the use of ROI. This thought-provoking session answers these questions, “Should we be doing this? Why is ROI important now? Who will make this work? And what resources are required?”

2. ***1/19/10--ROI Basics***

A recent survey of *Fortune* 500 CEOs, conducted by the ROI Institute, revealed that the two most desired measurement categories, business impact and ROI, are the least measured. The ROI Methodology, developed by the ROI Institute, is the most utilized evaluation system in the world. This user-friendly process collects or generates up to six types of data:

1. Reaction to the content
2. Learning, knowledge and skill acquisition
3. Application of the learning on the job
4. Business impact, which is the consequence of application
5. Financial ROI, comparing the monetary benefits of the program to its cost
6. Intangible benefits

Along with the types of data is a step-by-step process model, which provides a systematic, replicable process. The Methodology has a set of conservative standards, which are CEO and CFO friendly. These standards, called the Guiding Principles, provide consistency and build credibility. This Webcast shows the framework, key steps and principles that make up the ROI Methodology.

3. ***2/19/10--ROI CASE STUDY***

Case studies bring to life the ROI Methodology, revealing the issues, challenges, and benefits of evaluating at this level. This Webcast takes a typical, real life learning program and shows the steps involved in developing the ROI study. The presentation will explain the rationale for measuring ROI, and then reveal the results—and the issues—at each level. The discussion ends with the lessons learned. A complete copy of the case study will be provided to participants.

4. ***TBD--ROI IN-DEPTH: COLLECTING POST PROGRAM DATA***

Data collection is usually the first challenge when conducting an impact study. A variety of options are available to fit into any budget. Tests, questionnaires, interviews, focus groups, observations, action plans, and performance monitoring are all options with their unique advantages and issues. This Webcast discusses the methods, issues, challenges and opportunities to collect post program data.

5. ***TBD--ROI IN-DEPTH: ISOLATING THE EFFECTS OF THE PROGRAM***

By definition, by standard, and by process, the ROI Methodology always includes a technique to isolate the effects of the learning and development on the business data. This Webcast focuses on specific strategies to determine the amount of output performance that is directly connected to the program. The five most common techniques are discussed and reviewed. This step is essential because there are many factors that will influence performance data after training. To be credible, an impact or ROI study must show the direct contribution of the learning and development program.

More

6. TBD--ROI IN-DEPTH: CONVERTING DATA TO MONEY

"Show Me the Money!" is the challenge. Executives want to see the money. Also, to develop the ROI, impact data connected to the program must be converted into monetary values. These monetary benefits are compared to the cost of the program in the ROI calculation. Even when the ROI is not pursued, some clients and executives are interested in the monetary values linked to the program. Several methods to accomplish the classic issue of turning data into money are presented in this Webcast.

7. TBD--ROI IN-DEPTH: REPORTING RESULTS

The results of the program and recommended improvements are presented to various key audiences. Communicating success is as important as achieving it. A sensible, specific tailored communication for various key audiences is considered in this step.

For the first ROI study for a specific client, a face-to-face meeting is needed. After that, the process can be streamlined. This Webcast traces the different ways to present results to key audiences, including the use of Learn.com products and services

8. TBD--ROI IN-DEPTH: IMPLEMENTING AND SUSTAINING ROI

Implementation of an evaluation strategy gives the organization the information it needs to build capability, assign responsibility, develop tools, improve processes, and communicate data routinely. To implement ROI and sustain it as an important accountability tool, any resistance to change must be minimized or removed. Successful implementation basically equates to overcoming resistance.

This Webcast will outline what's involved in making ROI a routine part of the process and sustaining it for several years, highlighting organizations which have been using this process for over a decade. A guest presenter will highlight personal experiences with ROI implementation.

9. TBD--FORECASTING ROI

Only a few organizations forecast ROI prior to implementing a learning program. As a result, decisions about programs are often based on costs only. The purpose of ROI forecasting is to determine if the learning program will provide a possible payback, and more generally, to make wise learning and development decisions. When the benefits of ROI forecasting are understood, forecasting will become an indispensable tool for the organization.

Today, there is more pressure to forecast ROI—to see the money before implementing the project. ROI forecasting should be used for big projects, involving important aspects of the business. The focus must be on getting these done right, and not waste time on smaller projects that do not have great impact. The smaller ones deflect you from paying attention to critical issues.

This Webcast describes how to forecast the value of learning and development before the project is implemented or just after the learning is completed using reaction data.

More

10. TBD--BEYOND LEARNING OBJECTIVES

Program objectives provide the direction and guidance to various stakeholders. Best practice organizations have a goal to develop objectives at four levels (reaction, learning, application, and impact) for at least 70 percent of new learning and development programs. Although learning and development professionals have an excellent reputation for developing learning objectives, they fall short in developing higher levels of objectives. This Webcast describes how to develop application and impact objectives for learning and development programs, moving beyond the traditional use of learning objectives only.

11. TBD--ROI IN PRACTICE: PANEL OF EXPERTS

There is nothing like experience to put us on the right track. ROI practitioners are eager to share successes and disappointments. This Webcast will tap several organizations that have been using ROI for one to ten years, describing the benefits and challenges along the way.

12. TBD--THE 20 MOST FREQUENTLY ASKED QUESTIONS ABOUT ROI

In 20 years of ROI practice, the ROI institute has addressed all types of issues and responded to many different questions. This Webcast summarizes the ROI series by reflecting on the 20 most asked questions with answers.

About the ROI Institute

ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving programs and processes using the ROI Methodology developed by Dr. Jack J. Phillips. Jack and Patti Phillips are the leading experts on the use of return on investment (ROI) in non-traditional applications. They regularly conduct ROI workshops and provide consulting services, making the ROI Institute an industry leader in measurement and evaluation. The ROI Institute, along with 100 ROI consultants, applies the ROI Methodology in 20 fields, which have been implemented in 52 countries. The ROI Institute builds internal capability with a process to help individuals to achieve Certified ROI Professional (CRP), a designation respected by executives in various organizations.

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