

About the ROI Institute, Inc.

ROI Institute, Inc., founded in 1992, is a service-driven organization assisting professionals in improving programs and processes using the ROI Methodology, developed by Dr. Jack 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 achieve Certified ROI Professional (CRP) status, a designation respected by executives in various organizations.



ROI Institute Facts

- More than 4,000 organizations have implemented the ROI Methodology
- More than 5,000 professionals have attended ROI Certification workshops
- More than 25,000 professionals have participated in two-day ROI workshops
- International and local ROI Networks have been established
- More than 40 books have been translated into over 30 languages

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Hear It Straight
From Our
Customers...

"One of the first
workshops I have
attended where I can
use all of the course
materials!"

"Every manager
must have this
competency
developed."

"Excellent
methodology that is
easily applicable on
the job."

"Engaging, credible,
and instructionally-
sound."

Welcome to the ROI Institute Awards Program



ROI INSTITUTE™

ROI Institute Awards

Through its awards program, the ROI Institute, recognizes exemplary practices in application of the ROI Methodology™ and honors individuals for their outstanding work in measurement and evaluation. Winners are honored each year at an awards ceremony during the Annual Global ROI Conference. Nominations are accepted on an on-going basis and all award categories are appropriate. Awards are given in the following eight categories:

BEST ROI IMPACT STUDY

Each year, literally thousands of studies are conducted. The Best ROI Impact Study award recognizes the one that best describes current use and application of the ROI Methodology. This award is not necessarily for the study that shows the highest ROI; the winning entry could be a negative ROI.

BEST PRACTICE IMPLEMENTATION

The Best Practice Implementation award recognizes organizations or individuals for the results achieved through successful, enterprise-wide implementation of the ROI Methodology. Implementation strategies must describe successful practices used across all phases of implementation, including evaluation planning, data collection, data analysis, and communicating results.

MOST INNOVATIVE APPROACH TO ROI

The Most Innovative Approach to ROI award is given to the individual or organization that shows the most creativity in the implementation of the ROI Methodology. Innovation can occur in data collection, analysis, or reporting, or it can involve creativity in getting others involved, using the data, and building capability.

BEST PUBLISHED CASE STUDY

Case studies are important for teaching lessons learned and best practices about the success (or lack of success) with a particular project. This award recognizes the case study that best educates and supports professionals who are implementing the ROI Methodology.

BEST PUBLISHED ROI ARTICLE

One of the most effective ways to educate others and support the ROI Methodology is to write an article for publication. The Best Published ROI Article award recognizes the article that best informs others about how to use and apply the ROI process.

ROI PRACTITIONER OF THE YEAR

The ROI Practitioner of the Year award recognizes the individual whose advocacy of the ROI Methodology has broadly influenced audiences and organizations, on both an internal and external level. This individual is one who has demonstrated, through professional practice, sustained integrity to the process—often in the face of organizational barriers—the leadership ability to create, support, and champion opportunities for creating a results-based culture.

BEST RESEARCH

This award recognizes individuals who have conducted important research about the use of ROI and the effectiveness of the ROI Methodology.

BEST INTERNATIONAL IMPLEMENTATION

The Best International Implementation award recognizes individuals who work across country borders to promote the implementation of ROI. This can include consulting work, conference presentations, workshops, or all three.

ABOUT THE ROI METHODOLOGY™

The ROI Methodology is the most credible and most documented measurement and evaluation system in the world.

More than 5,000 professionals in more than 50 countries are using the ROI Methodology in their own organizations. Of these, 3,000 users are Certified ROI Professionals. The ROI Methodology collects and analyzes up to six types of data.

- Reaction and Planned Action
- Learning and Confidence
- Application and Implementation
- Impact and Consequences
- Return on Investment (ROI)
- Intangible Benefits

This comprehensive process always includes a method to isolate the effects of the project or program, to ensure that stakeholders can truly understand and appreciate the contributions of their programs.

TO APPLY OR NOMINATE, GO TO: www.roiinstitute.net/awards