

ROI INSTITUTE KENYA IN COLLABORATION WITH ROI INSTITUTE USA

www.roiinstitutekenya.com

Accelerating Performance. Measuring Results

info@roiinstitutekenya.com

ROI CERTIFICATION TRAINING BY THE WORLD RENOWNED DR. PATRICIA PHILLIPS NAIROBI, KENYA: 18-22 NOVEMBER 2019

ROI Institute Kenya, the official a partner of ROI Institute USA, is hosting a Five-day Workshop on ROI Certification. The training will be conducted by the co-founder of the ROI Institute USA, Dr. Patti Phillips. ROI Institute USA is the #1 source for measuring return on investment for projects, programs and initiatives, and a trusted resource of governments and Fortune 500 companies.



Exciting opportunities
to advance your
capabilities





Measuring Return on Investment Certificate

Connect your learning/capability investment to your organization's bottom line.

Build the skills needed to develop and deliver effective return on investment (ROI) evaluations for learning and performance, organizational development, human resources, technology, change, communications and quality solutions. Become a Certified ROI Professional (CRP).

Who should attend

- Human Resources/Human Capital
- Training/Learning/Development
- Leadership/Coaching/Mentoring
- Knowledge Management/Transfer
- Recognition/Incentives/Engagement
- Change Management/Culture
- Talent Management/Retention
- Policies/Procedures/Processes
- Technology/Systems/IT
- Meetings/Events/Conferences
- Marketing/Advertisement/Promotion
- Organization Development/Consulting
- Project Management Solutions
- Quality/Six Sigma/Lean Engineering
- Communications/Public Relations

What you will learn

- To utilize the five levels of evaluation
- Recognize the ten steps in the ROI methodology
- Identify the twelve guiding principles
- List the eleven ways to collect data
- Explain the six ways to isolate the effects of programs
- Identify the eight ways to convert data to money
- Calculate the benefit- cost ratio (BCR) and the return on investment (ROI)
- Implement the ROI Methodology
- Build support for the ROI Methodology

Why you should become certified

- Certification provides assurance that the participant is capable of implementing the ROI Methodology and conducting ROI impact studies.
- This certification is the only process available to provide the employer with the evidence and assurance about your capability in measurement and evaluation, including return on investment.
- This certification is an important credential for professionals who are charged with evaluating major programs.

Who Uses ROI

Return on Investment (ROI) methodology was developed by Dr. Jack Phillips a former banker, author of more than 75 books and the recipient of numerous awards. Together with Dr. Patricia Phillips they founded the ROI Institute in 1992.

ROI is now the most used evaluation system in the world, adopted by more than 5,000 organizations in over 70 countries. Over two thirds of Fortune 500 companies and many large NGOs including the United Nations are using it. Over 25 governments, including the United States, Mexico, Canada, the United Kingdom, Singapore, Australia, Chile, South Africa, Saudi Arabia, Italy, Egypt and the United Nations have endorsed the methodology. Over 100 universities and more than 300 health care delivery organizations, funded by both private and public entities are using it.

The methodology is appropriate for all types of human capital programs including soft skills learning programs. Its biggest advantage is its ability to quantify and isolate the specific contribution of any initiative.

Five-Day Workshop Outline

Day 1

- Introduction and Readiness to Learn Expectations
- The Business Case for ROI
- Overview of the ROI Process
- Developing Objectives
- Case Application
- Assignments

Day 3

- Guiding Principles
- Isolating the Effects of programs
- Team Presentations to Executives (Simulated)

Day 5

- Communication of Results
- Implementation of the ROI methodology
- Individual Project Planning
- Individual Project Plan Presentations
- Next Steps - Follow up

what is Included:

- Pre-Work: Identify a project for ROI Evaluation. Prepare for the basics.
- Virtual Assistance: One-on-one help with your ROI Evaluation. Review and approval of your ROI Study
- Right to Use Study Materials in Your

Cost: Kshs300,000
Or USD \$3,000

Day 2


- Business Alignment
- Objectives at Higher Levels
- Data Collection Plan
- Collecting Data
- Sampling for Data Collection
- Case Application
- Prepare for Presentations

Day 4

- Converting Data to Money
- Costs/ROI
- Intangible Benefits
- Case Application
- Forecasting ROI
- Individual project planning



- Educational sessions: Five days of content rich, interactive sessions. The focus is on your project evaluation. Review and approval of your ROI Study.



Organization: You have the right to reproduce and use materials as you build capability in measurement and evaluation.

- Certified ROI Professional® (CRP) Designation: Obtaining this unique sought-after credential

Registration is now open.

To registrar please send an email to:

info@roiinstitutekenya.com

Register early to avoid disappointment.

Registration will close by 5 p.m. Tuesday October 15, 2019 or as soon as the course is fully subscribed.