



**ROI** INSTITUTE™

# Measuring ROI in Leadership Development

ROI Certification workshop

September 14-18, 2009

Hosted by: Center for Creative Leadership  
One Leadership Place • Greensboro, NC 27410

## Who Should Attend

Anyone who needs the skills to measure the impact of leadership development programs should attend.

Individuals who need to demonstrate the ROI and business impact of coaching, leadership development, management development, organizational change, and executive development will benefit from this program.

## Prove Your Contribution to **Financial Results**

Fully master all the skills you need to implement a comprehensive ROI initiative in your organization in our five-day Certification workshop. You'll gain the skills to become certified in the ROI Methodology™, and you'll learn how to sustain the measurement and evaluation process on a continued basis. You'll also receive support after the workshop has ended as you conduct an impact study in your own organization. After you have demonstrated competency in applying the ROI Methodology with your completed study, you will earn the prestigious **Certified ROI Professional** designation.

*No other workshop or process gives you access to the same level of expertise as ROI Certification.*

## Certification **Benefits**

- Demonstrate ability in conducting an impact study
- Certificate of Accomplishment (upon successful completion of your own impact study)
- Permission to conduct one-day workshops on the ROI Methodology in your own organization
- Sought-after skills that will make you more credible and valuable to your organization's executives

## Member **Benefits**

As an additional benefit, you'll become a member of the ROI Network, the leading resource on the application of the ROI Methodology around the world. As a member of the network, you'll be an authorized practitioner of the ROI Methodology and entitled to use the materials in your own organization. You'll also have access to the Members Only area of our Web site.

For more information, or to register for this Certification, please visit the ROI Institute on the web at [www.roiinstitute.net](http://www.roiinstitute.net) or call 205-678-8101.

Mention Registration Code  
**WLPI 0709**

This program will generate  
4 Continuing Education Units.

### Sponsored by

The University of Southern Mississippi  
Jack and Patti Phillips Workplace  
Learning and Performance Institute

## What You Will Learn

During the workshop, you will:

- Apply the ROI Methodology™ to a program in your own organization
- Get detailed, first-hand experience with every step
- Learn how to calculate ROI
- Learn how to measure the contribution of leadership development programs
- Learn how to enhance program results and improve ROI
- Discover how to translate tangible and intangible measures into monetary values

Gain the skills to be fully certified, including:

- Determine data collection timing and methods
- Choose appropriate strategies for isolating the effects of programs
- Calculate or estimate the value of an improvement
- Analyze data and calculate the actual financial ROI
- Report results in a very credible way
- Sustain the use of the ROI Methodology

## Facilitation

Facilitated by Jack Phillips, Ph.D. and Patti Phillips, Ph.D., the ROI Methodology five-day Certification workshop provides a practical measurement experience. Both facilitators have authored several publications on the subject of accountability and ROI and are world-renowned experts in the field of measurement and evaluation.

## About the ROI Institute

The ROI Institute was founded in 1992 as a service driven organization that assists professionals in improving programs and processes through the use of the ROI Methodology developed by Dr. Jack Phillips. Founders Jack J. Phillips, Ph.D. and Patti P. Phillips, Ph.D. are the leading experts in the use of return on investment (ROI). The ROI Institute applies the ROI Methodology in 18 different fields in more than 50 countries through 100 ROI consultants.