

ROI Live Virtual Certification Agenda

Day One, July 11

- Introduction and Readiness to Learn
- Expectations/Objectives
- The Business Case for ROI/Applications
- Overview of the ROI Methodology
- Certification Requirements
- Homework Assignment

Day Two, July 12

- Types of Data
- Designing for Results
- Case Application
- Homework Assignment

Day Three, July 13

- Start with Why: Business Alignment
- Make it Feasible: Selecting the Solution
- Expect Success
- Homework Assignment

Day Four, July 14

- Developing Objectives at all Levels
- Data Collection Methods
- Guiding Principles
- Homework Assignment

Day Five, July 15

- Data Collection Plan
- Data Collection on a Follow-up
- Sampling Data for Data Collection
- Case Application
- Homework Assignment
- Case Study Presentations

Day Six, July 18

- Isolating the Effects of Programs
- Homework Assignment
- Case Study Presentations

Day Seven, July 19

- Converting Data/Measures to Money
- Costs/ROI
- Intangible Benefits
- Homework Assignment
- Case Study Presentations

Day Eight, July 20

- Communication of Results
- Implementation of the ROI Methodology
- Individual Project Plan Presentations
- Homework Assignment
- Case Study Presentations

Day Nine, July 21

- ROI Forecasting
- ROI Project Plan Presentations
- Homework Assignment

Day Ten, July 22

- Post Assessment
- ROI Quiz
- ROI Project Plan Presentations
- Next Steps

Note: This agenda may be modified at any time at facilitator's discretion.

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