ROI Live Virtual Certification Agenda

Day One, September 19

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

Day Two, September 20

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

Day Three, September 21

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

Day Four, September 22

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

Day Five, September 23

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

Day Six, September 26

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

Day Seven, September 27

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

Day Eight, September 28

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

Day Nine, September 29

- ROI Forecasting
- ROI Project Plan Presentations
- Homework Assignment

Day Ten, September 30

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

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