

ROI Live in Ljubljana Certification Agenda

Day One, June 12

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

Day Two, June 13

- Start with Why: Business Alignment
- Make it Feasible: Selecting the Solution
- Expect Success
- Homework Assignment
- Developing Objectives at all Levels
- Data Collection Methods
- Guiding Principles
- Homework Assignment

Day Three, June 14

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

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

Day Four, June 15

- Converting Data/Measures to Money
- Costs/ROI
- Intangible Benefits
- Homework Assignment
- Case Study Presentations
- Communication of Results
- Implementation of the ROI
Methodology
- Individual Project Plan Presentations
- Homework Assignment
- Case Study Presentations

Day Five, June 16

- ROI Forecasting
- ROI Project Plan Presentations
- Homework Assignment
- 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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