

MEASURING ROI IN HUMAN RESOURCES

A Two-Day ROI Skill-Building Workshop

6. - 7. november 2023, Ljubljana, Slovenia

Today, more than ever, professionals involved in human resources must ensure that projects and programs are fully aligned to the business. As new programs are designed and developed, steps must be taken to ensure that those programs are connected to the business, with the business measures clearly articulated in business objectives.

This standard two-day workshop introduces the concept of ROI, the fastest-growing metric for evaluating human resources initiatives. During the session, participants are exposed to the ROI Methodology®, which includes developing objectives, collecting data, isolating the effects of a program, converting data to monetary values, tabulating appropriate program costs, and calculating the ROI. Participants quickly see the advantage of this process as six types of data are collected and analyzed. This workshop takes the mystery out of the use of ROI.

OBJECTIVES

After attending this workshop, you should be able to:

- Identify the drivers for ROI accountability.
- Identify the five levels of outcome evaluation.
- Make the business case for ROI.
- Collect data, isolate the effects of a program, and convert data to money.
- Develop program objectives at multiple levels.
- Explain to clients how ROI works.
- Identify the 12 Guiding Principles.
- Describe the 12 steps in the ROI Methodology.
- Plan next steps.



MATERIALS

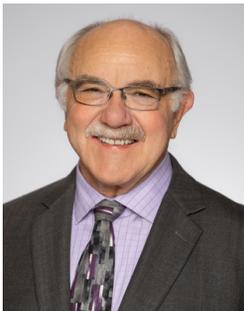
You will receive a detailed workbook that includes exercises, resources, and case studies, an ROI reference book, and multiple job aids.



WHO SHOULD ATTEND

Individuals in HR, learning and talent development, performance improvement, or anyone who wants to learn the basics of measurement and assessment, should attend.

FACILITATOR



Jack J. Phillips, Ph.D., chairman of ROI Institute, Inc., is a world-renowned expert on accountability, measurement, and evaluation. A former HR executive, Phillips consults for Fortune 500 companies and major global organizations. The author or editor of more than 75 books, including *Show the Value of What You Do: Measuring and Achieving Success in Any Endeavor* (Berrett-Kohler, 2022), he conducts workshops and presents at conferences globally.

Jack has been recognized and awarded for his work by numerous professional organizations, including receiving the 2022 Association of Talent Development Talent Development Thought Leader Award along with his wife and ROI Institute co-founder, Patti P. Phillips, Ph.D. SHRM presented Jack with its highest creativity award for an ROI study and awarded an ROI Institute book with a best book award. His work has been featured in the Wall Street Journal, BusinessWeek, and Fortune magazine, and he has been interviewed by several television programs, including CNN.