

ROI Institute™ United Kingdom

Measuring the Impact of Human Resources Programmes

ROI Foundations Certificate

The ROI Foundations Certificate is a 2 day course that provides an excellent introduction in all aspects of the Phillips Return on Investment (ROI) methodology™ and will enable you to -

- Understand the 5 levels of evaluation and how they work
- Implement appropriate data collection techniques for each level
- Be able to analyse the results of the data collected
- Understand the chain of impact in the evaluation process
- Calculate the ROI
- Isolate the impact of training
- Walk-through a complete ROI process
- Examine a range of ROI case studies and exercises
- Be able to explain the ROI process
- Be able to implement a basic ROI process in their workplace

A comprehensive manual will be provided containing case studies, exercises and models, along with text books from Drs Jack and Patricia Phillip's to supplement learning and support learning transfer. The experience of UK companies and public sector organisations already implementing the ROI methodology will be shared with participants.

The Course is run by Gerard M Doyle, who is the ROI Institute partner for the UK and Ireland. He has 10 years experience of implementing the Phillips model and conducting a range of evaluation processes in a variety of companies and public sector and not-for-profit organisations in the UK, EU, USA and the Middle East and Far East.

Progression

Participants are eligible to attend the 3 Day ROI Diploma which is conducted by Dr. Jack Phillips in the UK each year.

Who Should Participate?

The workshop is for those who manage a function or anyone responsible for determining the impact of HR, learning and change interventions. The workshop teaches the skills of research and measurement that are necessary to effectively conduct impact analysis studies. Ideally, participants should plan to engage in an actual ROI process though this is not essential to achieve certification.

Course Schedule

Course times are 9.00am-4.30pm each day.

Costs

Tuition (incl books, manual, materials, resources). This includes Lunch on both days.
£695 (+ VAT @20%)

Booking

Further information and booking details from susan.kelly@phillips-roiinstitute.co.uk