

A Live Online Workshop

MEASURING THE ROI IN LEARNING AND DEVELOPMENT

AN ROI COMPETENCY BUILDING ONLINE WORKSHOP

WORKSHOP OVERVIEW

In this live online workshop, Dr. Patti Phillips and Dr. Jack Phillips will introduce the concept of ROI, the fastest growing metric for evaluating learning and development programs.

You will learn 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 will quickly see the advantage of using ROI as six types of data are collected and analyzed. This workshop takes the mystery out of the use of ROI.

WORKSHOP OBJECTIVES

After attending this workshop, participants will be able to:

- Identify the drivers for ROI
- Identify the five levels of outcome evaluation
- Make the business case for ROI
- Address issues of data collection, isolating the effects of a program, and converting data to money
- Develop program objectives at multiple levels
- Explain to clients how ROI works
- Identify 7 to 12 guiding principles
- Describe the 12 steps in the ROI Methodology®
- Plan next steps

WHO SHOULD ATTEND

This workshop is designed for those individuals who are interested in knowing more about the success of learning and development, particularly at the ROI level.

Individuals who should attend are learning and development managers, management development specialists, human resource managers, performance consultants, facilitators, learning advisors, analysts, human resource coordinators, organizational development specialists, human resource consultants, chief learning officers, trainers, supervisors, learning and development coordinators, etc.

MATERIALS

Each participant will receive digital resources, including a detailed workbook with tools and case studies, two job aids, and a digital copy of *ROI Basics, 2nd Edition* (ATD Press, 2020) by Patti Pulliam Phillips and Jack J. Phillips.

FACILITATORS



This live online workshop will be facilitated by Dr. Patti Phillips and Dr. Jack Phillips. Patti Phillips, Ph.D., CEO of ROI Institute, Inc., the leading source of ROI competency building, implementation support, networking, and research, is a renowned expert in measurement and evaluation. She helps organizations implement the ROI Methodology in 65 countries around the world. Phillips has authored dozens of books on accountability.



Jack J. Phillips, Ph.D., is chairman of ROI Institute, Inc. He is a world-renowned expert on accountability, measurement, and evaluation. Phillips provides consulting services for Fortune 500 companies and major global organizations. The author or editor of more than 100 books, he conducts workshops and presents at conferences throughout the world.

WORKSHOP DATE AND TIME

DATE: July 13-15, 2021

TIME: 8:00 – 12:00 Western Indonesian Time (WIB), UTC +7.

REGISTRATION

Two ways to register:

1. Register online – www.lditraining.com
2. Email – lditrain@indo.net.id



LDI Training will send the access code for this online training after we have received the participant's registration, email address, and WA number.

For more questions about this online workshop please contact at lditrain@indo.net.id