

Measure the Exact Impact of Your Training Programs

15 - 16
March 2018

Prove the Value of Training - ROI



Why Attend?

- Learn to handle qualitative and quantitative data to support your training programs.
- Do not leave your strategies to luck, hope, or intuitive guess-work.
- Learn to align the business impact of your training actions to relevant KPI-s.
- Have the right answer to the question: "What is the ROI on our training budget?"

Audience

HR Managers
Training Managers
Evaluation Experts
Project Managers
Learning Specialists
Consultants

Register Now

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After this program, you will be able to:

- Update internal evaluation practices
- Plan and execute a ROI evaluation
- Prove the value of training programs
- Communicate results to stakeholders
- Brief/teach others the ROI Methodology
- Improve training program effectiveness
- Expand and enforce successful programs
- Redesign/discontinue ineffective programs

Methodology:

One of the biggest challenges for organizations is to place a value on the benefits of training and development, human resources, performance improvement, change, and quality.

With over 5,000 organizations using this process, the **ROI Methodology®**, developed by Dr. Jack J. Phillips, is the most used and implemented evaluation system in the world to overcome these challenges.

Advantages of using the ROI Methodology®:

- It is the leading global approach applied by HR Departments and Top Management in all types of organizations.
- Provides the capability to evaluate program performance and improve their design for optimal impact through an accurate, credible, and feasible approach.
- Masters a scalable and systematic approach, grounded in established standards and a cost effective approach to evaluation.
- Enables the appropriate collection of data, both qualitative and quantitative, to report performance of a variety of program types.
- Generates credible metrics, and ROI reports accepted by financial executives and stakeholders.
- Uses a process model, five-level framework and operating standards to capture performance metrics and convert to financial impact.
- Provides techniques to isolate the effects of the development program from other influences.

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Five Levels of Evaluation

1. Reaction and Planned Action
2. Learning
3. Application and Implementation
4. Impact (Tangibles / Intangibles)
5. Return on Investment

Training Topics

Module 1 - Setting the Stage

- Program Objectives / Case Study
- Human Capital Measure
- HR Development Issues

Module 2 - The ROI Methodology

- ROI by the numbers
- Evaluation Frame/Defining the ROI
- ROI Process Flexibility

Module 3 - Evaluation Planning

- Develop Objectives of Solutions
- Criteria for Selecting Programs
- ROI Analysis Plan / Project Plan

Module 4 - Data Collection

- Implementation - Collecting data
- Steps to Developing Objectives
- Performance Contract Process Steps

Module 5 - Isolating the Effects

- Isolate Effects of Solutions/Methods
- Calculating ROI/Identify Intangibles
- Use Estimates to isolate the Effects

Module 6 - Converting Data to Money

- Characteristics of Hard /Soft Data
- 5 Steps to Convert a Measure to Money
- Standard Values and Data Finding Data

Module 7 - Costs / Calculating ROI

- How much should you spend on HR
- Cost Classification /Defining Benefits
- Guiding Principles/Intangibles Issues

Module 8 - Reporting Results

- Communication Challenges/ Principles
- Building a Macro Scorecard
- Use of evaluation Data/Analyze Results

Module 9 - Forecasting ROI

- ROI at Different levels
- Sensitivity Analysis for Expected ROI
- Advantages of Forecasting

Module 10 - Implementing ROI

- Overcoming Implementation Resistance
- Responsibilities for team members
- CEO Commitments Checklist

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Facilitator



Antonios Daskos
Managing Director



- More than 20 years of extensive managerial experience in a number of multinational companies. Frequent keynote speaker in international conferences.
- Trained more than 25.000 business executives on people skills for international companies such as Microsoft, Phillip Morris, UCB, Harley Davidson etc.
- Given numerous presentations and workshops internationally (18+ countries) using the experiential learning approach.
- Certified from the ROI Institute™ on the ROI Methodology®.
- Certified in Accountability (Self & Other Track), Change Style Indicator, MBTI, DISC.
- Specialized in topics such as: Proving the value of Training & HR (ROI), Training Needs Analysis (TNA), HR Metrics etc.
- Expert in leading and facilitating focus groups and leadership coach.

Language

English (without translation)

Dates

15 – 16 March 2018
2 full days 9.00-17.00
(lunch & 2 coffee breaks)

Registration

Registrations are on a first come-first served basis and places are limited.

Registrations Deadline: March 9th, 2018

Participants

Max. 15 participants

Place

Mak Tirana Hotel
(Former Sheraton)
Egnatia Conference Room

Participation Fee

360€/person (VAT excluded)

[Register Now](#)