Return on Investment Certificate Program

June 7-8, 2022 - Zoom Platform

June 14-16, 2022 – Embassy Suites by Hilton Tampa Brandon

AGENDA

June 7, 2022, 9:00 am – 5:00 pm EST

- Introduction and Readiness to Learn
- Expectations
- The case for ROI
- Overview of the ROI Process
- Evaluation Planning
- Developing Objectives for Program
- Case Application
- Assignments

June 8, 2022, 9:00 am – 5:00 pm EST

- Organization Alignment
- Objectives at Higher Levels
- Data Collection Plan
- Collecting Data During Programs
- Collecting Data on a Follow-Up
- Sampling for Data Collection
- Case Application
- Prepare for presentations

June 14, 2022, 8:00 am – 5:00 pm EST

- Guiding Principles
- Isolating the Effects of Programs
- Team Presentations to Executives (Simulated)

June 15, 2022, 8:00 am – 5:00 pm EST

- Converting Data to Money
- Costs/ROI
- Intangible Benefits
- Case Application
- Forecasting ROI
- Individual project planning

June 16, 2022, 8:00 am – 4:00 pm EST

- Communication of Results
- Implementation of the ROI Methodology
- Individual Project Planning
- Individual Project Plan Presentations
- Next Steps – Follow

*Breaks will be provided.