ROI in Action Casebook
Patricia Pulliam Phillips, Jack J. Phillips

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DESCRIPTION

ROI IN ACTION CASEBOOK

ROI in Action Casebook offers a collection of ROI case studies that represent the classic use of the proven ROI Methodology. A companion volume to Jack J. Phillips and Patricia Pulliam Phillips's six books in the Measurement and Evaluation Series, this book clearly illustrates the ROI Methodology.

The case studies represent a variety of applications in human resources, learning and development, and performance improvement. Each case follows the methodology and describes in detail how it was used to show the value of a particular project or program.

Written for anyone who is involved in evaluation projects, this important resource provides pertinent advice on how to approach the planning process, capture the necessary inputs to complete the plans, and develop plans in a simplistic, routine, and consistent way. ROI in Action Casebook serves as a useful guide for the evaluation planning process. The more complex the evaluation, the more this book will be needed. The book addresses the full spectrum of the process including:

• Importance of planning
• Various approaches to planning
• Planning meeting: participants and agenda
• Verifying the objectives
• Developing new objectives

• Completing the data collection plan

• Completing the ROI analysis plan

• Completing the project plan

• Following through with the plan

The book includes questions at the end of each case to stimulate additional thought and discussion. The questions can be used to develop and dissect the issues, techniques, methodologies, and results.

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**ABOUT THE AUTHOR**

THE AUTHORS

**Patricia Pulliam Phillips** is an internationally recognized author, consultant, and president and CEO of ROI Institute, Inc. Phillips provides consulting services to organizations worldwide. She helps organizations build capacity in the ROI Methodology by facilitating the ROI certification process and teaching the ROI Methodology through workshops and graduate-level courses.

**Jack J. Phillips** is chairman of the ROI Institute, Inc. A world-renowned expert on measurement and evaluation, Phillips provides consulting services for Fortune 500 companies and workshops for major conference providers around the world. Phillips is the author or editor of more than thirty books and more than one hundred articles.

**ROI Institute, Inc.,** is a benchmarking, research, and information-sharing organization that provides consulting services, workshops, and certification in the ROI Methodology. Widely considered the leading authority on evaluation and measurement of learning and development in organizations, ROI Institute conducts workshops and offers certification for thousands of practitioners through a variety of strategic partners.

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**SERIES**

Measurement and Evaluation Series