



Value for Money: How to Show the Value for Money for All Types of Projects and Programs in Governments, Non-Governmental Organizations, Nonprofits, and Businesses

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DESCRIPTION

Written by two of the world's most well-known ROI (Return on Investment) gurus, this guide is indispensable for anyone involved in showing the value of money for projects and programs in governments, non-governmental organizations, nonprofits, and businesses. These range from human capital programs to marketing initiatives, technology implementations, systems integrations, quality and lean processes, public health initiatives, procurement procedures, public relations events, risk management policies, economic development programs, corporate social responsibility projects, public policy programs, branding activities, innovation programs, customer satisfaction projects, and everything in between.

In a step-by-step process, the book shows how to measure the success of projects and programs, including measuring impact and ROI (Return on Investment). This book also shows how to forecast the value of the project in advance and how to collect data during and after project implementation. It addresses improvements throughout the process so that the project delivers optimum value. In addition to businesses, this book is appropriate for governments, NGOs, nonprofits, universities and healthcare organizations.

As a reference for those who are seeking ways to assign value to what they have measured, the book will clarify and resolve much of the mystery surrounding the conversion of data to monetary values. Building on a tremendous amount of experience, application, practice, and research, the book will be based on the work of many individuals and organizations, particularly those who have been

reaching the ultimate levels of accountability using the ROI Methodology. Developed in an easy-to-read format and fortified with examples, tips, and checklists, this will be an indispensable guide for those who seek to understand accountability issues.

ABOUT THE AUTHOR

Patricia Pulliam Phillips, PhD is an internationally recognized author, consultant, and president and CEO of ROI Institute, Inc. Phillips provides consulting services to organizations worldwide. She has been an author or editor of more than a hundred books and numerous journal articles, and her work has been featured on *MSNBC* and *EuroNews*.

Jack J. Phillips, PhD is chairman of ROI Institute and a world-renowned expert on measurement and evaluation. Phillips, a former bank president, is also the author or editor of more than a hundred books and has provided consulting services in 70 countries. His work has been featured in the *Wall Street Journal*, *Bloomberg Businessweek*, *Fortune*, and on *CNN*.

Gina Paone joined the International Monetary Fund in February 2011 after nearly eleven years with the United Nations World Food Programme based in Rome, Italy and 10 years in the private sector in a marketing capacity based in Toronto, Canada. She is currently the Division Chief, Talent Acquisition and Operations.

Cyndi Huff Gaudet, PhD, is director of the School of Interdisciplinary Studies and Professional Development at The University of Southern Mississippi's Gulf Park campus, a scholar-practitioner managing projects integrating the ROI Methodology, and a recognized national expert helping organizations implement a systematic approach for developing human capital

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