

Location	Start Date	End Date	Fee
Muscat, Sultanate of Oman	January 26, 2020	January 30, 2020	\$3,250 / OMR 1,250

## Brochure Summary

The #1 Source for measuring return on investment for projects, programs and initiatives.

## Benefits of Attending

- Utilize the five levels of evaluation
- Recognize the ten steps in the ROI Methodology
- Identify the twelve guiding principles
- List the eleven ways to collect data
- Explain the six ways to isolate the effects of programs
- Identify the eight ways to convert data to money
- Calculate the benefit- cost ratio (BCR) and the return on investment (ROI)
- Implement the ROI Methodology
- Build support for the ROI Methodology

## Who Should Attend?

- Human Resources/Human Capital
- Training/Learning/Development
- Leadership/Coaching/Mentoring
- Knowledge Management/Transfer
- Recognition/Incentives/Engagement
- Change Management/Culture
- Talent Management/Retention
- Policies/Procedures/Processes
- Technology/Systems/IT
- Meetings/Events/Conferences
- Marketing/Advertisement/Promotion
- Organization Development/Consulting
- Project Management Solutions
- Quality/Six Sigma/Lean Engineering
- Communications/Public Relations

## Course Outline

### Day 1

- Introduction and Readiness to Learn Expectations
- The Business Case for ROI
- Overview of the ROI Process
- Developing Objectives
- Case Application
- Assignments

### Day 2

- Business Alignment
- Objectives at Higher Levels
- Data Collection Plan
- Collecting Data
- Sampling for Data Collection

- Case Application
- Prepare for Presentations

#### Day 3

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

#### Day 4

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

#### Day 5

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

### **Workshop Outcome**

This certification provides assurance that the participant is capable of implementing the ROI Methodology and conducting ROI impact studies.

It is the only process available to provide the employer with the evidence and assurance about your capability in measurement and evaluation, including return on investment.

This certification is an important credential for professionals who are charged with evaluating major programs.

### **Investment**

- \$3,250 / OMR 1,250
- Group discounts can be discussed

### **Terms & Conditions**

Full payment is required prior to the event.  
The course language will be English.

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less \$400 retained for administrative expenditure. The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded. If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

Payment is by Bank Transfer

Please indicate which currency you wish to pay in: AED US Dollars Euros Pounds Sterling

Full payment details will be sent to you on your invoice

## **Do you need any clarifications?**

For registration or clarifications:

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