Exclusive Partner in Malaysia

ROI INSTITUTE® Malaysia

HC Consultants Group

CERTIFIED ROI PROFESSIONAL (CRP)

Show the Value of What You Do

5th - 9th May 2025 (5 Days)
Majestic Hotel, Kuala Lumpur, Malaysia

ROI Certification prepares you to design for, deliver, and measure the results of programs and projects across a variety of functional disciplines. You will apply the ROI Methodology®, the most used evaluation system globally, to drive performance, accountability and create meaningful impact in all your interventions, projects and programs.

Dr Jack Philips
Founder & Chairman, ROI Institute

ROI Certification has been approved for recertification and professional development hours

ROI INSTITUTE Certified ROI Professional (CRP) | atd CERTIFICATION INSTITUTE aptd cptd PRE-APPROVED PROVIDER for Eligibility and Recertification Points | TRAINING INDUSTRY CPTM RECERTIFICATION | SHRM RECERTIFICATION PROVIDER SHRM-CP | SHRM-SCP | RECERTIFICATION PROVIDER HRCI 2025 HRCI.ORG

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OVERVIEW | ROI CERTIFICATION

ROI Certification prepares you to design for, deliver, and measure the results of programs and projects across a variety of functional disciplines. You will apply the ROI Methodology®, the most used evaluation system globally, to one of your programs with support from ROI Institute consultants. No other program enables you to build your measurement and evaluation capabilities while guiding you through completing an ROI study.

In this five-day in-person program, you will build skills to develop and deliver effective ROI evaluations for learning and development, performance improvement, organizational development, human resources, technology, quality solutions, and other initiatives.

This robust process teaches you how to collect data at multiple levels. You'll learn how to isolate the effects of your program from other influences, convert data to money, calculate ROI, and report and optimize results.

ROI Certification is a globally renowned process focused on measuring the true value of tough-to-measure initiatives using the ROI Methodology®.

Participating in ROI Certification is the most comprehensive way to gain the skills needed to evaluate major programs and report the most credible results that drive organisational improvements.

INTRODUCTION

Measuring the success of the investments in people, programs, and projects is essential for maximizing resources, improving program effectiveness, fostering accountability, supporting decision-making, demonstrating value, and promoting learning and innovation.

ROI Certification® is the most comprehensive way to gain the skills, resources, and knowledge needed to measure the success of projects and programs of all types–down to the financial return on investment, when appropriate. The program includes a comprehensive learning course surrounding the ROI Methodology®, a systematic approach to program evaluation that is proven to deliver accurate and credible results.

After the course participants receive virtual support as they conduct their first impact / ROI study. Upon demonstrating competency in applying the ROI Methodology, participants join an elite group of professionals who have earned the Certified ROI Professional® (CRP) designation.

With more than 9,000 organizations using this process, the ROI Methodology is the most used and implemented evaluation system in the world. The ROI Methodology not only provides the capability to evaluate program performance, but also improves the design of programs for optimal impact.

A focused, proven, and practical approach–the process is grounded in conservative standards and a cost effective approach to evaluation. More details about the ROI Methodology can be found in the appendix.

PROGRAM BENEFITS

During this comprehensive process, participants will:

- Get detailed, first-hand experience with every step.
- Apply the ROI Methodology to a program within your organization.
- Learn how to measure the contribution of a variety of performance improvement programs.
- Determine data collection techniques, timing, and methods.
- Choose appropriate strategies for isolating the effects of programs.
- Convert impact measures to monetary values.
- Discover how to translate intangible benefits into monetary values.
- Analyze data and calculate the actual financial ROI.
- Practice presenting results of an ROI study.
- Learn how to enhance program results and improve ROI.

LEARNING OBJECTIVES

After attending this session, participants should be able to:

- Identify the five levels of evaluation.
- Apply the 12 steps in the ROI Methodology.
- Follow the 12 Guiding Principles.
- Collect data using appropriate techniques.
- Isolate the effects of a program.
- Convert data to money.
- Calculate benefit-cost ratio (BCR) and Return on Investment (ROI).
- Implement the ROI Methodology within your organization.
- Change the way they propose, implement, and evaluate programs, processes, and initiatives.

WHAT WILL YOU RECEIVE

ROI Certification equips individuals with the expertise and credentials to lead and facilitate ROI-focused initiatives within their organizations, driving informed decision-making, resource allocation, and performance improvement strategies.

ROI Certification consists of the following components:

- **Comprehensive Learning Program:** Content-rich, interactive sessions focused on project evaluation
- **Materials:** Detailed workbook, reference book, textbook, multiple job aids, toolkits, and templates
- **Access to Case Studies :** Access to digital copies of published case studies
- **Virtual Global Support:** Guidance while completing ROI evaluation project provided by virtual live group coaching
- **Local Coaching Support:** 6 months F2F/Live Coaching support by Local Subject Matter Experts (SMEs) to Review and provide feedback of evaluation study
- **Certified ROI Professional (CRP) Designation:** A unique sought-after credentialCertified ROI Professional® designation
- **CRP Digital badge:** A digital badge will be provided to all those who completes and passes the ROI Study Assessment. Display badge across social media channels and email to showcase your achievement
- **Right to Use:** Materials are provided for internal use to build measurement and evaluation awareness. Can’t be used for commercial purposes.
- **ROI Institute Academy:** COMPLIMENTARY Lifetime access to ROI Institute Academy, complete with tools, templates, resources, and published case studies
- **ROI Global Network:** Lifetime COMPLIMENTARY membership a global professional network with more than 6,000 members
- **Center for Talent Measurement and Reporting (CTMR):** COMPLIMENTARY 1 year membership in Center for Talent Measurement and Reporting Membership valued at USD 497

WHO SHOULD ATTEND

Anyone who needs capability to measure the impact and ROI of their investments in human resources, training, learning & development, employee engagement, talent development, innovation, compliance, quality, process improvement, marketing, safety, organisational change, sustainability, ESG, technology, meeting and event and other initiatives will benefit.

HOW DOES IT HELP MY ORGANISATION

Certification provides assurance that the participant is thoroughly capable of implementing the ROI Methodology and conducting ROI Impact Studies. Earning this noteworthy credential provides employers with evidence of an employee's ability to measure and evaluate major programs, including return on investment.

WHY DO THE ROI CERTIFICATION ?

- Advance your professional skills.
- Improve organization outcomes.
- Ensure your team makes meaningful contributions to your organisation.
- Secure increased funding to protect your programs.
- Implement innovative programs and spark creativity.
- Gain executives' respect by delivering credible results.
- Overcome barriers and optimize enablers that influence program success.
- Advance your personal brand.
- Boost your team's contribution to the bottom line.
- Leverage tangible and intangible outcomes to exceed expectations.

ASSESSMENT

In order to be recognised and qualified as a Certified ROI Professional (CRP), and to be admitted officially into the global CRP network, participants will need to :

1. Complete of the 5 days ROI Certification Masterclass
2. Pass the ROI Certification exam which comprises of 75 ROI Competency based questions. ROI Certification exam measures competence based on the 12 Step ROI Methodology, which is a requirement for participants seeking to become a Certified ROI Professional (CRP), and the passing mark is 80%.
3. Undertake a ROI Study based on actual project, program, or interventions within the organisation with one year upon the program completion.
3. Submit the ROI study report for review and assessment 14 days before the planned presentation
4. Present the ROI study outcomes to the panel of evaluators

Upon successfully passing the ROI certification, and the ROI Case Study assessment, the participant will be conferred the Certified ROI Professional Plague and a digital CRP Badge

ACCREDITATIONS

ROI Certification has been approved for :

36 hours (HR General) Recertification Credit Hours toward PHR, SPHR, and GPHR recertification through the HR Certification Institute (HRCI)

36 PDC hours by Society forHuman Resource Management (SHRM)

24 CE hours, continuing education recertification hours toward the Certified Professional in Training Management credential by Training Industry.

ROI METHODOLOGY APPLICABILITY

ROI Methodology is suitable for all types of projects and programs. The step-by-step process for developing impact and ROI studies for programs, projects, andsolutions is being used in the following areas:

- Human Resources/Human Capital
- Training/Learning/Development
- Leadership/Coaching/Mentoring
- Knowledge Management/Transfer
- Recognition/Incentives/Engagement
- Work Arrangement/Systems
- Change Management/Culture
- Talent Management/Retention
- Policies/Procedures/Processes
- Technology/Systems/IT
- Meetings/Events/Conferences
- Marketing/Advertisement/Promotion
- Compliance/Risk Management
- OrganizationDevelopment/Consulting
- Project Management Solutions
- Quality/Six Sigma/Lean Engineering
- Communications/Public Relations
- Public Policy/Social Programs
- Creativity/Innovation
- Ethics/Integrity
- Safety/Health/Fitness Programs
- Environment/Sustainability
- Healthcare Initiatives
- Schools/Colleges/Universities
- Public Sector/Nonprofits
- Faith-Based Programs

Malaysia

ROI INSTITUTE®

About ROI Institute, Inc.®

ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving programs and processes using the ROI Methodology® developed by Dr. Jack J. Phillips and Dr. Patti P. Phillips. This Methodology is the global leader in measurement and evaluation including the use of return on investment (ROI) in non-traditional applications.

ROI Institute regularly offers workshops, provides consulting services, publishes books and case studies, and conducts research on the use of measurement and ROI. This makes ROI Institute the leading source of content, tools, and services in measurement, evaluation, and analytics. Working with more than 100 ROI consultants and 45 partners, ROI Institute applies the ROI Methodology in 20 professional fields in more than 70 countries. ROI Institute authors have written or edited over 100 books, translated into 38 languages.

Organizations build internal capability with the help of ROI Institute and its ROI Certification process. By successfully completing this process, individuals are awarded the Certified ROI Professional® (CRP) designation, which is respected by executives in organizations worldwide.

ROI Institute Malaysia, led by HC Consultants Group is the Malaysia's exclusive partner of the ROI Institute and a leading provider in driving accountability, performance, measurement, evaluation and ROI – enabling Malaysian corporates, MNC, GLC, public and private organizations, including NGOs to prove the value, impact and ROI of programs, projects and improvement initiatives.

16,000+
ROI Certification Participants

9,000+
Organisations Implemented the ROI Methodology

70+
Countries represented by ROI Institute Partners

Our Approach

Why?
Start with Impact

How?
Select the right solution

What?
Expect success with objectives

How Much?
Collect Data Along the Way

What's It Worth?
Analyse the Data

So what?
Leverage the results

Our Key Solutions

ROI Certification | **ROI Consulting** | **ROI Workshops**

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INVESTMENT

EARLY BIRD SPECIAL

Register by: 1st - 28th February 2025

USD 3,750 per pax | MYR 17,650 per pax

NORMAL PRICE

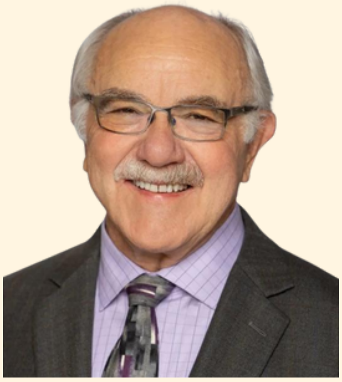
Register by: 1st March - 1st May 2025

USD 3,995 per pax | MYR 18,800 per pax

Certified ROI Professional (CRP) is
FULLY HRDC Claimable

SBL Khas ID: 10001517762

ROI CERTIFICATION FACILITATORS



LEAD FACILITATOR | Dr Jack Philips, Founder & Chairman, ROI Institute

Dr. Jack J. Phillips is a world-renowned expert on accountability, measurement, and evaluation. He provides consulting services for Fortune 500 companies and major global organizations. The author or editor of more than 100 books, he conducts workshops and presents at conferences throughout the world.

His expertise in measurement and evaluation is based on more than 27 years of corporate experience. Phillips has served as training and development manager at two Fortune 500 firms, senior HR officer at two firms, as president of a regional federal savings bank, and management professor at a major state university.

CO-FACILITATOR | Sunil Hasmukharay, Group CEO, HC Consultants Group

Sunil Hasmukharay is a global keynote speaker for the last 24 years, specialising in Building Strengths Driven, Solution Focused Culture, Organisation Design & Development, Change Management and Leadership. Over the years, Sunil has coached leaders, consulted key stakeholders, facilitated workshops and delivered keynotes to more than 300,000 people in more than 50 countries.

He worked in PETRONAS for over a decade where he was involved in 11 downstream mega projects with a portfolio of MYR 250 Billion before moving full time into serving his passion and purpose of flourishing individuals, thriving organisations.

CO-FACILITATOR | Latha Krishnamoorthy, Director, ROI Institute Malaysia

Latha Krishnamoorthy is Country Director of HC Consultants Group and ROI Institute Malaysia. She specialises in positive organisation interventions, wellbeing culture, psychological safety in organisations and measuring ROI on Wellbeing. She serves as the Secretary of the Malaysia Positive Psychology Association (MPPA).

Latha is a Certified Trainer in Psychological Safety by Psych Safety UK, Certified Trainer in Psychological First Aid (PFA) by Ministry of Health. To date she has trained and coached more than 2500 leaders and people managers in Malaysia, Philippines, Thailand, Sri Lanka and Singapore.

Certified ROI Professional (CRP) | May 2025

Show the Value of What You do

HC Consultants Group | ROI INSTITUTE® Malaysia

Program ID: HC/ROIC/May25/10001517762

REGISTRATION FORM | HC01

Program Name : Certified ROI Professional (CRP) | May 2025
Date of Program : 5th - 9th May, 2025

Organisation Name as per SSM :

PARTICIPANT #1

Name :

Designation :

Email :

Mobile Number :

Dietary Preference: ☐ **Vegetarian** ☐ **Non-Vegetarian**

PARTICIPANT #2

Name :

Designation :

Email :

Mobile Number :

Dietary Preference: ☐ **Vegetarian** ☐ **Non-Vegetarian**

PARTICIPANT #3

Name :

Designation :

Email :

Mobile Number :

Dietary Preference: ☐ **Vegetarian** ☐ **Non-Vegetarian**

Authorised Signature :

Name of Authorised Person :

Designation:

Email :

Mobile Number

Company Stamp:

Online Registration

REGISTRATION POLICY

- Registration form must be completed and submitted with full payment of the programme fees to organiser before the commencement of the program, unless the payment is going to be done via HRDC Claim.

SUBSTITUTION

- Substitution of participant(s) is allowed provided organisers are notified in writing with the updated details of the replacement(s) seven (7) days prior to the program.

CANCELLATION

Cancellation must be informed two months prior to the training date to avoid additional charges. If notification is done within 8 weeks and below, your organisation will be required to pay the following charges:

- Less than 60 days: Cancellation fees would be 30% of the program fees
- Less than 45 days: Cancellation fees would be 50% of the program fees
- Less than 30 days: Cancellation fees would be 80% of the program fees
- Less than 7 days: Cancellation fees would be 100% of the program fees

NON ATTENDANCE

If the participant fails to attend the program OR does not meet the minimum 80% attendance as per HRDC requirement, a full certification fees will be charge to organisation.

PAYMENT

- This program is FULLY claimable from HRDCorp under SBL Khas.
- Self paying participants must pay in full upon registration to confirm the seat and balance of the fees must be paid five (5) days before the certification program commencement.
- Overdue accounts subject to a service charge of 0.5% per day.

PROGRAM CHANGES

Organiser reserves the right to alter the program details including the date, venue and program design without prior notice.

Certified ROI Professional (CRP) is organised by

HC Consultants Group

HC Consultants Sdn Bhd
Reg No: 903330-P
A-19-16, Menara UOA Bangsar,
Jalan Bangsar Utama,
Bangsar Park,
59000 Kuala Lumpur

The ROI Methodology is the most recognized approach to ROI evaluation. This methodology is implemented in over half of the Fortune 500 companies as well as several other private and government organizations throughout the US and in 70 countries internationally. The ROI Methodology provides organizations a process that can cut across organizational boundaries, linking programs, processes, and initiatives to bottomline measures.

The ROI Methodology is the leading approach to program evaluation because it:

- Reports a balanced set of measures
- Follows a methodical, step-by-step process
- Adheres to standards and philosophy of maintaining a conservative approach and credible outcomes

A Balanced Set of Measures

The concepts of cost-benefit analysis and ROI have been used to show the value of programs, processes, and initiatives for centuries. Cost-benefit analysis is grounded in welfare economics and public finance, ROI in business accounting and finance. Together the two are the ultimate measures of the contribution of programs, processes, and initiatives. But alone, they are insufficient. While cost-benefit analysis and ROI report the financial success of programs, they omit critical evidence as to why the financial impact is as it is. A complete story of program success can be presented by balancing financial impact with measures that address individual perspectives and the systems and processes that support the transfer of learning.

The ROI Methodology categorizes evaluation data into five levels, as shown in Table A-1. These five levels tell the ultimate story of program success.

Table A-1. Five-Level Evaluation Framework.

Level	**Measurement Focus**
1. Reaction & Planned Action	Measures participant satisfaction with the program and captures planned action
2. Learning	Measures changes in knowledge and skills
3. Application & Implementation	Measures changes in behavior and specific actions on the job to make the program successful
4. Business Impact	Measures changes in business impact measures
5. Return on Investment (ROI)	Compares the monetary benefits to the costs

Level 1: Reaction and Planned Action

This initial level of evaluation is commonly used; an end-of-course questionnaire usually collects reaction and planned action data. This is the questionnaire typically offered to participants at the end of all programs. Although researchers criticized the limited relationship between participant satisfaction and the use of the knowledge and skills, when used appropriately, the Level 1 Reaction questionnaire is a source of data that predicts the actual use of skills and knowledge. Level 1 evaluation answers five questions:

1. Is the program relevant to participants' needs?
2. Is the program important to participants' success?
3. Do participants intend to use what they learned in the program?
4. Are participants willing to recommend the program to others?
5. Did the program provide participants with new information?

All five of these measures usually show a significant correlation with application.

Level 2: Learning

All programs have a learning component. Acquiring new knowledge and skills is necessary for participants to apply what is learned. Learning measurement takes place during the program through various techniques such as tests, facilitator assessment, peer assessment, self-assessment, observation, and reflective thinking and documentation. Learning measurement answers two critical questions:

1. Do participants know what they are supposed to do and how to do it?
2. Are participants confident to apply their newly acquired knowledge and skills when they leave the program?

Level 3: Application and Implementation

Executives and managers often comment, "It's not what the employees learn, it's what they do with what they learn that's important." Organizations invest millions in training and performance improvement initiatives, yet there is still limited evidence of what is gained through those initiatives. Measuring application and implementation provides evidence that the learning is transferring to the workplace; that employees are doing something different because of the learning.

Success in application and implementation is measured after participants have applied the knowledge and skills on a routine basis, although it can be forecasted using various techniques. Data are collected through surveys, questionnaires, interviews, focus groups, observations, action plans, and performance contracts. A critical component of application and implementation measurement is the determination of enablers supporting the transfer of learning and the barriers preventing the transfer of learning. Measurement at Level 3 provides the richest data source because a breakdown here directly affects business value. Five key questions are answered when measuring success at Level 3:

1. To what extent are participants applying their newly acquired knowledge and skills?
2. How frequently are participants applying their newly acquired knowledge and skills?
3. How successful are participants with the application?

4. If they are applying their knowledge and skills, what supports their effort?
5. If they are not applying their knowledge and skills, why not?

Additionally, with Level 3 data and the application of utility analysis, it is possible to forecast ROI. While not an actual ROI, a Level 3 ROI forecast can indicate a program's value.

Level 4: Business Impact

Measuring business impact connects the program to essential business measures. Improvement in productivity, quality, cost, and time is critical. Other measures of success such as customer satisfaction, team member satisfaction, and innovation are also crucial in achieving organizational goals. Level 4 Business Impact measures are defined as the consequence of applying skills and knowledge from the program. Measuring these consequences answers two questions:

1. What is the business connection to the program?
2. What is the impact of the program on the organization?

Level 5: Return on Investment (ROI)

The ultimate measure of financial success of a program, process, or initiative is ROI, which compares the monetary benefits to the program's costs. To calculate ROI, six steps of cost-benefit analysis are taken:

1. Identify the improvements in impact measures.
2. Isolate the amount of improvement to the program.
3. Convert the improvements to monetary value.
4. Tabulate the fully-loaded costs of the program.
5. Identify the intangible benefits linked to the program.
6. Compare the monetary benefits to the cost, resulting in the ROI metric.

The first step, improvements in business measures, are taken when evaluating at Level 4. The amount of improvement connected to the program is identified (Step 2). These improvements are then converted to monetary value (Step 3). A fully loaded cost profile is developed (Step 4), and intangible benefits are defined (Step 5). Finally, the monetary benefits of the program (Level 4 measures converted to monetary value) are compared to the fully-loaded costs of the program to calculate an ROI (Step 6). Measurement at Level 5 answers one critical question:

Do the monetary benefits of the program meet or exceed the program's costs?

When fully developed, these five levels of evaluation plus the intangible benefits represent a chain of impact that occurs when participants attend a program, learn, apply their learning, and improve impact measures. Figure A-1 depicts this chain of impact. As shown, the chain of impact represents the five levels of evaluation and a step to isolate the program's effects. This is a crucial step in the process that answers the question:

How do you know it was the program?

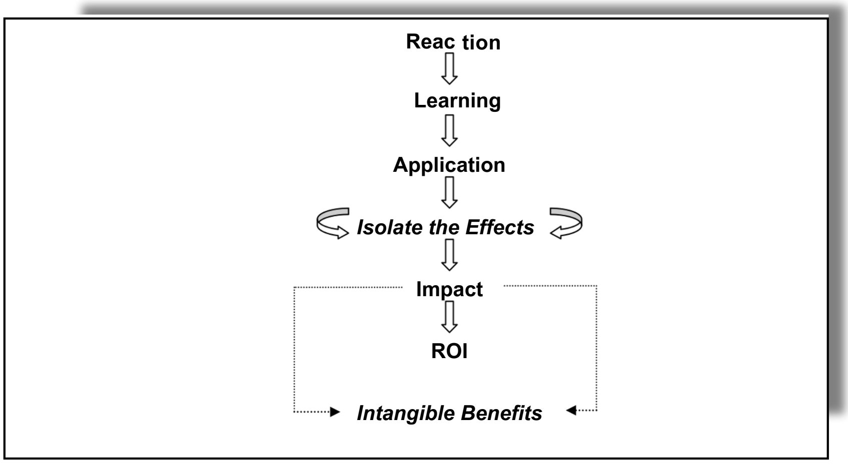


Figure A-1. The Chain of Impact Tells the Complete Story of Program Success

Not all programs are evaluated at all levels. Only specific programs require such comprehensive evaluation. Those programs include expensive programs, programs with a long life cycle, programs with extensive reach, comprehensive programs, and programs that instill significant change in the organization. Other factors such as the need for the program, the purpose of the evaluation, and the stakeholders' needs often drive the level to which a program is evaluated.

Process Model

The ROI process integrates design thinking principles into four process stages to ensure the appropriate data are collected from the proper sources at the right time. As shown in Figure A-2, the process consists of sequential, logical steps that lead to data categorized by the five levels of outcome data, using design thinking principles to deliver business results. Evaluating a program begins with asking why, then aligning programs to business needs, and concluding with optimizing the results.

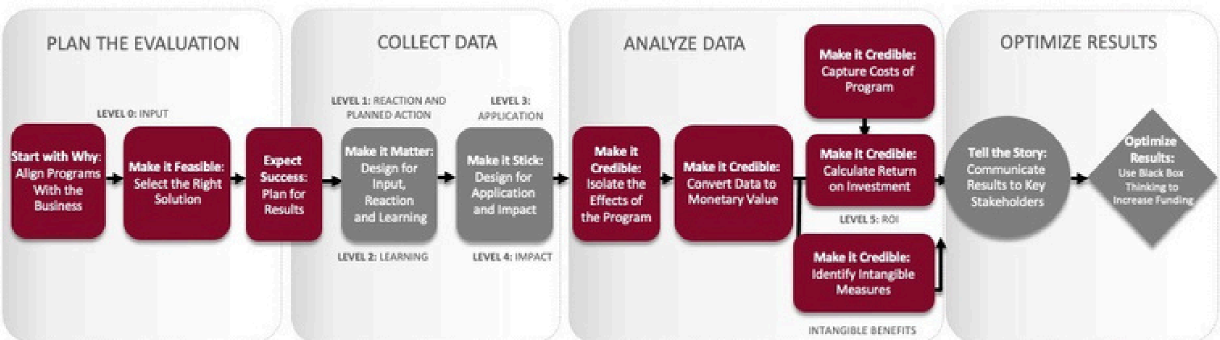


Figure A-2. The ROI Methodology Process Model.

Data Collection Procedures

The data collection process includes four primary elements:
1) defining program objectives and measures to determine if the objectives have been achieved
2) determining the data collection methods
3) identifying the sources of data
4) determining the timing of data collection.

Program Objectives and Measures

Program objectives are typically derived from a formal need's assessment. The needs assessment identifies the gaps in performance. The gaps can come from excessive costs and inefficiencies, behavior, understanding, and even individual perceptions. Once these gaps or needs are identified, a solution is developed to solve the problem. To ensure that the solution designer, facilitator, and participant involved in the process understand the expected outcomes, clear objectives are defined. The solution is then evaluated against those objectives. Figure A-3 depicts this connection among the needs, objectives, and evaluation. The needs assessment drives program objectives, which then drive the evaluation.

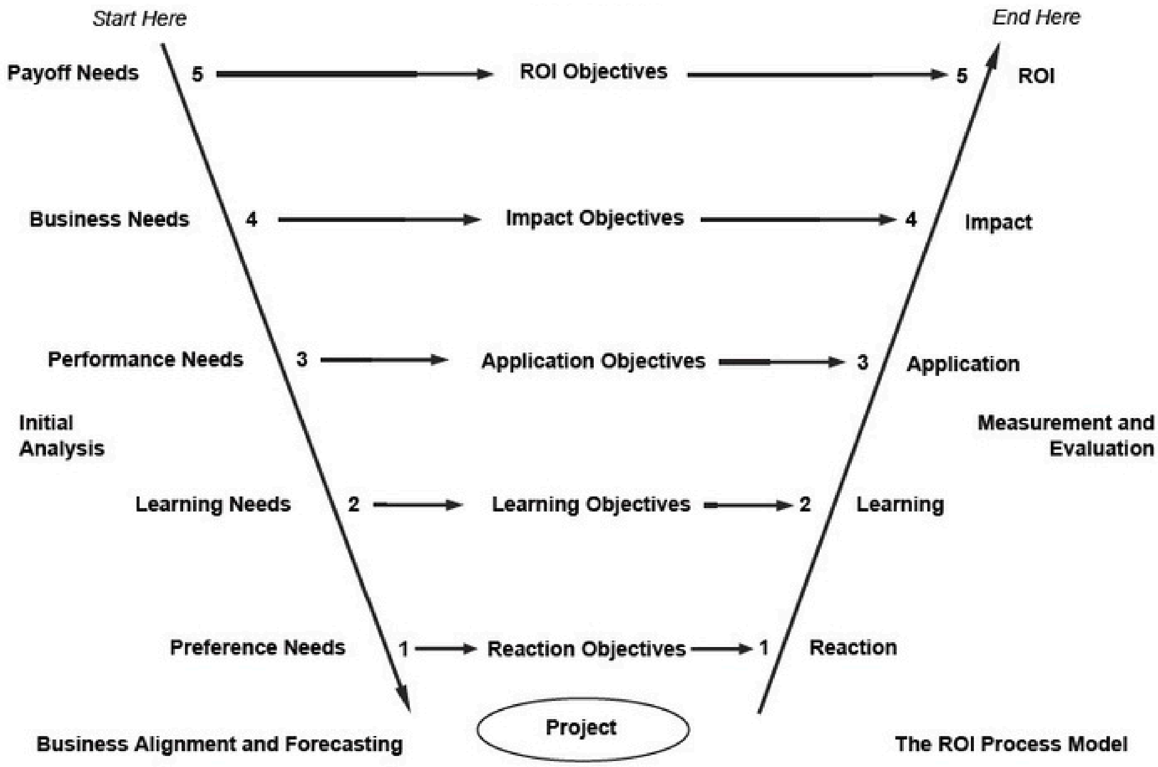


Figure A-3. The Needs Assessment Drives Program Objectives, Which Then Drive the Evaluation.

Data Collection Methods

A variety of data collection methods are considered when planning an evaluation. These methods include tests, surveys, questionnaires, interviews, observation, focus groups, action plans, and organization records.

Data Sources

Selecting the data source is a critical step in data collection because the source drives the credibility and validity of the study. The fundamental question asked when selecting data sources is:

Who knows best about the measures being taken?

Timing of Data Collection

Data are usually collected in two different time frames: 1) Level 1 and 2 data are collected during the program, and 2) Level 3 and 4 data are collected after participants have had time to apply knowledge and skills on a routine basis.

Data Analysis Procedures

Data analysis begins with isolating the effects of each initiative from other influences that may positively or negatively impact Level 4 measures. When ROI is calculated, the benefits of the program (Level 4 Impact measures) are converted to monetary value then compared to the fully loaded costs of the program. This section presents options for data analysis.

Isolating the Effects of the Program

A variety of techniques are available for isolating the effects of a program:

- Control group arrangement
- Trend line analysis
- Forecasting methods
- Estimations
- Previous studies
- Subordinate report of other factors
- Calculating/estimating the impact of other factors
- Use of customer input

Appropriate techniques to use are determined during the evaluation planning phase.

Converting Data to Monetary Value

Data conversion takes place only when placing value on an impact (Level 4) measure that needs improvement and calculating the ROI in a program. Not all impact measures need to be converted to money; some will be reported as intangible. Techniques to convert measures to monetary value include:

- Using standard values for
  - Output
  - Quality
  - Team member's time (calculate the value using)
- Relying on historical costs and records
- Locating internal and external experts
- Data from external databases
- Securing estimates from
  - Participants
  - Supervisors/managers
  - HR Staff
- Linking with other measures

This step will be implemented as important business impact measures are identified through evaluation planning and data analysis.

Tabulating Fully Loaded Costs

The final data necessary to calculate ROI is to determine the fully-loaded costs. These costs include needs assessment, design/delivery costs, facilitation, participation, and evaluation costs, representing a fully loaded cost profile necessary to ensure a conservative estimate of program costs.

ROI Calculation

The ROI calculation is the standard financial equation developed through finance and economics:

$$BCR = \frac{\text{Program Benefits}}{\text{Program Costs}}$$

$$ROI\ (\%) = \frac{\text{Program Benefits} - \text{Program Costs}}{\text{Program Costs}} \times 100$$

Intangible Benefits

Along with the ROI calculation, intangible benefits of each initiative will be identified. In many cases, these intangible benefits, those benefits not converted to monetary value, are more important to an organization than a positive ROI. Intangible benefits may include enhanced job satisfaction and commitment, customer satisfaction, teamwork, images, stress, and job engagement.

Throughout the evaluation of each initiative, value will be assessed at every level. Data will be provided to the client to ensure that improvements to the initiatives are implemented. A comprehensive report will be developed that fully describes each initiative's value.

Scope and Use of the ROI Methodology®

The scope and use of the ROI Methodology have grown tremendously. The methodology had its beginnings in the learning and development area and quickly grew into other applications. The process has also expanded to all types of projects and programs in various organizations, including nonprofits, NGOs, and the public sector. The process has been fully implemented in 70 countries.

This process captures a balanced set of data. It is systematic and user-friendly and brings business evaluation to major programs. The process is supported by a tremendous amount of research with practical usage and application. It is estimated that 3-5,000 studies are conducted each year. The conservative standards make it executive friendly. The ROI Methodology has become the most documented evaluation system in the world, with books in 38 languages and case books developed in at least a dozen countries.

As listed below, there are many payoffs of using the ROI Methodology. This approach satisfies the desire to have a credible process and shows the contribution of important programs. Perhaps the most important reasons to use it are to improve programs (process improvement versus performance evaluation for the program team is critical), gain support for the programs, build relationships with key executives and administrators (who often fund programs), and provide future funding for programs.

- Align programs to organizational needs
- Show contributions of selected programs
- Earn respect of senior management/administrators
- Build team morale
- Justify/defend budgets
- Improve support for programs
- Enhance design and implementation processes
- Identify inefficient programs that need to be redesigned or eliminated
- Identify successful programs that can be implemented in other areas

ROI INSTITUTE® Malaysia

About ROI Institute, Inc.®

ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving programs and processes using the ROI Methodology® developed by Dr. Jack J. Phillips and Dr. Patti P. Phillips. This Methodology is the global leader in measurement and evaluation including the use of return on investment (ROI) in non-traditional applications. ROI Institute regularly offers workshops, provides consulting services, publishes books and case studies, and conducts research on the use of measurement and ROI. This makes ROI Institute the leading source of content, tools, and services in measurement, evaluation, and analytics. Working with more than 100 ROI consultants and 45 partners, ROI Institute applies the ROI Methodology in 20 professional fields in more than 70 countries. ROI Institute authors have written or edited over 100 books, translated into 38 languages. Organizations build internal capability with the help of ROI Institute and its ROI Certification process. By successfully completing this process, individuals are awarded the Certified ROI Professional® (CRP) designation, which is respected by executives in organizations worldwide.