2016

measuring ROI

in L&D/HRD

a 2 day intense and practical workshop on training evaluation

Program Details

Delhi : 23rd & 24th, May 2016
Mumbai : 26th & 27th, May 2016
Bengaluru : 30th & 31st, May 2016
Chennai : 2nd & 3rd, June 2016

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+91 8880 100 200

Email us at
amit@greenbooks.co.in

Or simply register at
www.greenbookslearning.com

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Measuring ROI in Training

This workshop emphasizes the ROI Methodology developed by industry leader Dr. Jack Phillips. Participants will experience the application of the ROI Process model. This includes developing application impact objectives, isolating the effects of the program, converting data to monetary values, tabulating appropriate program costs, and calculating the ROI.

Is it right for me?

Appropriate for Training Heads / HRD Heads, Training Managers / HRD Managers, Trainers /Facilitators, Executive Coaches, Evaluation Managers and Specialists & Performance Measurement specialists.

Pre course activity

The participants will identify a project for impact study and read the pre course material.

What will I learn?

By the end of this course, you will be able to:
• Identify the drivers for ROI accountability
• Identify and describe the major steps in the ROI methodology
• Identify and describe all 12 guiding principles
• Develop a detailed evaluation plan
• Identify and describe at least four ways to isolate the effects of a
  program
• Identify at least six ways to convert data to monetary values
• Identify and analyze intangible measures
• Calculate the benefit cost ratio and the ROI
• Communicate ROI data to a variety of stakeholders
• Implement the ROI process within your organization

Organizational Benefits

• Capability of implementing ROI measurements
• Measure ROI on programs, people and projects
• Improve processes and eliminate inefficiencies
• Identify programs that need to be redesigned or eliminated

Your Benefits

• Earn the buy-in and support from the senior management
• Show business contributions for your solutions
• A certificate to add to your profile

What will it cover?

• Overview of the ROI Methodology
• Different types of evaluation models
• Levels of evaluation
• Types of data
• ROI Methodology process model
• Guiding principles of the ROI Methodology
• Criteria for selecting projects and programs to evaluate the ROI

Evaluation Planning

• Importance of business alignment
• Considerations when developing project objectives
• Planning documents to support data collection and data analysis

Data Collection

• Data collection during project implementation
• Data collection after project implementation
• Tips to ensure an appropriate response rate

Data Analysis

• Isolation of program effects
• Data conversion to monetary value
• Fully-loaded project costs
• ROI calculation
• Intangible benefits

Reporting

• Common target audiences
• Impact study outline
• Evaluation Scorecard

Program Agenda (2 days)

Day One

Session One - Introduction & Readiness to Learn

9.00 am - 11.00 am | Case study, discussion, lecture

- Workshop ground rules
- Workshop objectives
- Factors driving accountability
- Definition of results-based programs and projects
- Definition of cost-benefit ratio and ROI
- Comparing Kirkpatrick Vs Jack Phillips Model

Session Two - Overview of the ROI Methodology

11.15 am- 1.00 pm | Self-reflection, lecture, asssessment

- Pieces of the results-based puzzle
- Levels of evaluation
- Types of data
- ROI Methodology process model
- Guiding principles of the ROI Methodology
- Criteria for selecting projects and programs to evaluate the ROI

Session Three - Evaluation Planning

2.00 pm- 3.00 pm | Group activity, lecture, asssessment

- Importance of business alignment
- Considerations when developing project objectives
- Planning documents to support data collection and data analysis

Session Four - Data Collection

3.45 pm- 5.00 pm | Group presentation, assessment, lecture

- Data collection during project implementation
- Data collection after project implementation
- Tips to ensure an appropriate response rate

Day Two

Session One - Data Analysis

9.00 am - 11.00 am | Case study, discussion, lecture

- Isolation of program effects
- Data conversion to monetary value
- Fully-loaded project costs
- ROI calculation
- Intangible benefits

Session Two - Reporting

11.15 am- 1.00 pm | Self-reflection, lecture, asssessment

- Common target audiences
- Impact study outline
- Evaluation Scorecard

Session Three - Implementation Issues

1.45 pm- 5.00 pm | Project presentation, assessment, lecture

- Implementation concerns
- Cost-savings approaches to ROI
- Key implementation actions
- Project Presentation by participants

Materials

A detailed participant workbook, complete with exercises and exhibits
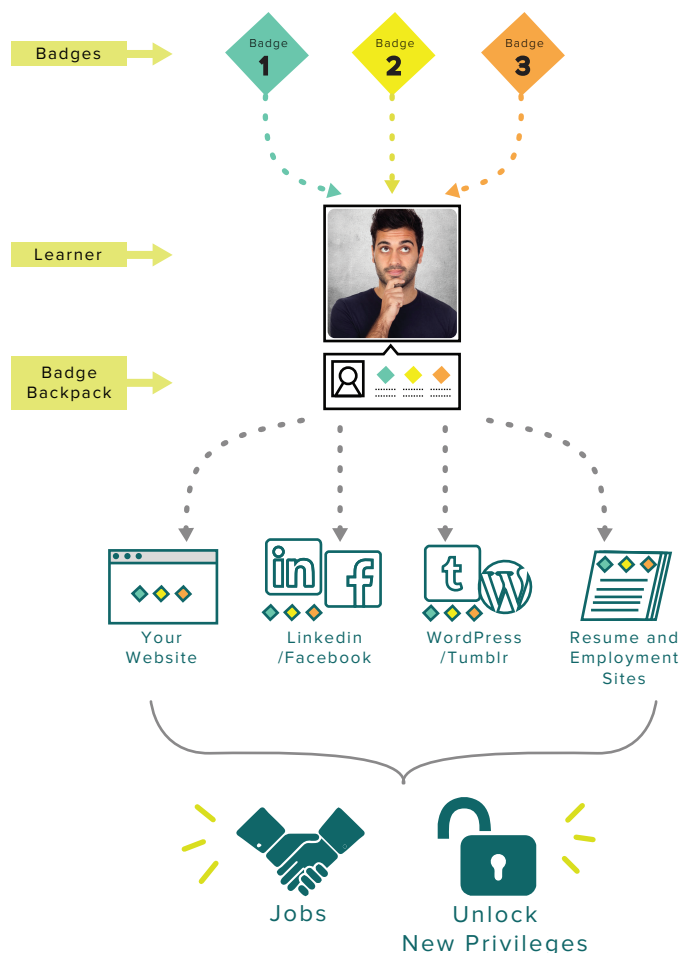
ROI Process Job Aid

Digital Badges & Gamification

Digital Badges are quickly becoming the standard for tracking and validating skills and achievements in the corporate world. Badges are emerging as an accepted representation of professional credentials over traditional paper certificates.

At Greenbooks, we translate your learning outcomes, achievements and contributions into web-enabled, shareable digital badges.

Program Agenda

Here's how Greenbooks is ahead when it comes to making your accomplishments known to the world.

Badges

Badge **1** Badge **2** Badge **3**

Learner

Badge Backpack

Your Website

Linkedin /Facebook

WordPress /Tumblr

Resume and Employment Sites

Jobs

Unlock New Privileges

What is a digital badge?

A Digital Badge is a visual representation of the achievements, skills, competencies you will earn before, during and after the ROI workshop. Represented by a graphical image, Digital Badges contain comprehensive data including who has earned the badge, its criteria, learning evidence and who has endorsed it, which make it authentic.

Digital Badges are Portable

Once a Digital Badge is earned, a learner can immediately download the badge to his or her 'personal backpack', a space unique to the learner that stores all of their badges from the beginning of time, no matter where or what site they were issued. We have partnered with Credly, a badge platform, to power the ROI workshop.

Digital Badges are Sharable

Be proud of your achievements and share your milestones with colleagues, employers and communities. When a badge is earned and dropped into a your account, you are only one click away from sharing your new badge on social platforms such as LinkedIn, Facebook, Twitter and blogs.

Journey to earn your ROI Competence & Mastery badges

To make this learning process more rewarding and fun, Greenbooks has created badges that will validate your milestones in learning the ROI methodology. Each milestone is mapped and linked with various badges to progress towards the ROI Mastery - the ultimate proof of ROI expertise.

'Competence in ROI' is awarded to those who:

have successfully completed your ROI data collection and ROI analysis plan per the standards and have submitted them for validation at the end of workshop.

'Mastery in ROI' is awarded to those who:

have successfully completed your ROI study within 3 to 6 months of the workshop and submitted the project report in the given structure.

ROI Journey to unlock all the badges

1

Register
The first stage of your ROI journey involves registering for the workshop and unlocking the pre course material and earn your ROI kick-starter badge. This material will equip you for the upcoming workshop.

2

ROI Workshop
During the workshop, you will be challenged and tested at various levels of the learning process. As you crack these challenges, you will earn the ROI Progress and ROI Accomplishment badges.

3

Project Plan
The third stage of the ROI journey will be your presentation of the project plan. This task will involve the drawing up of a plan for your ROI project, and presenting it. Upon the successful completion and validation of your project plan, you will receive an ROI Competence badge.

4

Post Training Support
Post training, you will be collaborating with your fellow ROI participants in implementing the ROI methodology. This form of collaborative learning will earn you the ROI Collaborator badge.

5

Earn the Mastery
Finally, once you have fully absorbed the ROI principles and have efficiently applied them at your workplace by executing the project plan that you had drafted and presented at the workshop, you will be awarded the coveted ROI Mastery Badge.

Some of our earlier participants were from:

IT / ITES
Dell
Google
Infosys
HCL
Verizon
Ramco
Microland
ShipNet
Logica
Mastek
MindTree
iNautix Technologies
IBM
Robert Bosch
HCL Infosystems
Amazon
CADD
Cognizant
Kumaran Systems
Sensiple
Sify
CSS Corp
TAKE Solutions
TCS
TCS eServe
Temenos
Wipro
Sierra Atlantic
Aricent
Cap Gemini
Yahoo!
Polaris FT
UST Global
Kelly Services
Evalueserve

Logistics
TNT India
First Flight Couriers

Retail
Amalgamated Holdings
CPLMG
Perfetti Van Melle
Walmart

Printing & Publishing
Elsevier

Media
My Radio City

Perfect Relations
Malayala Manorama
TataSky
Real Image
Zee Network

Automobile
Mahindra & Mahindra
Ashok Leyland
Apollo Tyres
Hyundai
Renault Nissan
John Deere
TVSmotor
Ricoh Auto

Manufacturing & Engineering
Xerox
Canon
Samsung
Air Liquide
Sundaram Fasteners
Coromandel Fertilizers
Grohe
BHEL Electronic Division
Dantal Hydraulics
Valvoline Cummins

BFSI
HSBC
SBI
Birla Sunlife Insurance
D E Shaw
Tata Capital

FMCG
Watanmal
Reckitt Benckiser
Hindustan Unilever
Netafim
Unilever
Reitzel
Coca-Cola

NGO
Population Service International (PSI)
Kyritek

Hospitality & Travel
Mahindra Holidays
Oberoi Hotels
GreenPark

Raintree
Creative Travel
VFS Global

Healthcare
Apollo Speciality Center
Fortis Healthcare
Apollo Hospital

Institutions
ICSI
VIT
British Council
Everonn
MMA

Telecommunication
Tata Tele Services
Idea Aditya Birla
Vodafone
Quippo Telecom
Orange Business Services
Aircel
Hutchinson
TVS ICS

Pharmaceuticals
St Jude Medical India
Siemens Healthcare
Novartis
TTK

Infrastructure
Emaar MGF
Bharat Aluminium Company
L&T ECC
Tata Projects
NTPC
GreenPly
Avantha Power & Infrastructure
Hindustan Construction
Cairn
Castrol
Brigade Enterprises
Mantri Developers
India Cements

Facilitators

Shyam Sunder

Shyam is the co-founder of Greenbooks, with 15 years of experience in training and consulting with organizations such as American Express, HSBC, Citi, NTPC, L&T, Amazon, Verizon, Wipro, Hexaware, Nokia, Randstad, Hyundai, Xansa, Airtel, Hutch and many more.

He has pioneered and evangelized ROI measurements in India and has trained more 300 HR & Training professionals on learning measurements and strategy to build capacity in measurement, evaluation & ROI.

He has trained alongside Dr. Jack Phillips and he conducts ROI studies for organizations in India.

Capt. Charanjit Lehal

Charan has over 23 years of experience, specializing in learning and development and talent management in the media, telecom and civil service sectors. He was heading L&D for Tata Sky and has been recognized internationally through publication of case studies, endorsement of a book and authoring a chapter in a book by the American Society for Training and Development.

Charan is a Certified Executive Coach and Certified ROI practitioner.
Charan is an ROI consultant for Greenbooks and will co facilitate the Delhi session.

Sumit Joshi

A Post Graduate from XLRI, Jamshedpur and a graduate from IIT Roorkee, Sumit has more than 17 years of corporate experience. He has successfully demonstrated capabilities in varied roles like Quality Management, Training & Development, Process Improvement, Organization Development and Business Excellence in his previous role as an L&D Head of RPG group.

He is a Six Sigma Black Belt and a Certified Professional Behavioral Analyst (CPBA). He holds an NLP Practitioner license from Dr. Richard Bandler's Institute and has been trained in the Jack Philips ROI model of measuring training effectiveness.

Sumit is an ROI consultant for Greenbooks and will co facilitate the Mumbai session.

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Program Fee

INR 29,999/-* per person plus service tax. The fee covers training
materials, lunch and refreshments. Invoice and confirmation will be sent upon
receipt of registration.

Group booking:
Group of 2 registrations will get a 10% discount on the total invoice.
Group of 3 to 4 registrations will get a 15% discount on the total invoice.
Group of 5 or more registrations will get a 20% discount on the total invoice.

* Early Bird: Register on or before April 8th to avail 10% discount on
the total invoice.
* All prices are exclusive of service tax.

Cancellations: Please note that cancellation must be communicated in writing. If
cancellation is up to 2 weeks prior to the event, your fee will be refunded with a
deduction of 15% as an administration fee.

From 2 weeks prior to the event, no refund will be issued. If you are not able to
attend, you are welcome to attend in any other location, send a substitute or block
your seat for our next session.

3 easy ways to register

1) Visit http://www.greenbookslearning.com

2) Email amit@greenbooks.co.in to ask for an offline registration form

3) Call 8880 100 200

About us

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Greenbooks Learning Solutions is an innovative corporate learning solutions firm that offers:
• learning analytics
• learning design
• digital learning

We provide results based training & consulting solutions to enhance workplace performance. 200+ large organisations have relied on our expertise to address their training requirements.

Expertise	Methodology	What we do
Communication	Blended-learning	Corporate training
Productivity	Game-based	Custom content development
Measurement	M-learning	Game learning products
	E-leaning	Measure training impact and ROI
	Webinar	
	Video	
	Simulation	

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