

# measuring ROI



## in L&D/HRD

an intense and live-online workshop on training evaluation

### Program Details

Session 1 : 25, Jan 2021

Session 2 : 27, Jan 2021

Session 3 : 29, Jan 2021

Session 4 : 01, Feb 2021

Session 5 : 02, Feb 2021



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**+91 9964 366 620**



Email us at  
**pramod@greenbooks.co.in**



Or simply register at  
**www.greenbookslearning.com**



# 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

## Session 1

JAN 25, 2021  
9.00 am - 11.00 am

### Evaluation Planning

- A casestudy on results based vs activity based
- Comparing Kirkpatrick vs Jack Phillips model
- ROI methodology process
- Business alignment process

### Data Collection

- Developing evaluation plan & baseline data
- Data collection during the program - L1 & L2
- Data collection during the program - L3 & L4
- Target areas, program & project action plan
- Data collection tools

## Session 2

JAN 27, 2021  
9.00 am - 11.00 am

## Session 3

JAN 29, 2021  
9.00 am - 11.00 am

### Data Analysis

- Introduction to isolation techniques
- Control group isolation technique
- Trend line isolation technique
- Using isolation techniques on projects

### Calculating ROI

- Steps to convert measure to money
- Tabulating Costs
- Tangible & Intangible measures
- Calculating ROI & BCR

## Session 4

FEB 01, 2021  
9.00 am - 11.00 am

## Session 5

FEB 02, 2021  
9.00 am - 11.00 am

### Impelementing ROI Methodology

- Communicating results
- Implementation issues, typical barriers,
- Champion responsibilities & overcome resistance
- Q&A
- Participants presentation

### Materials



A detailed participant workbook, complete with exercises and exhibits



ROI Process Job Aid



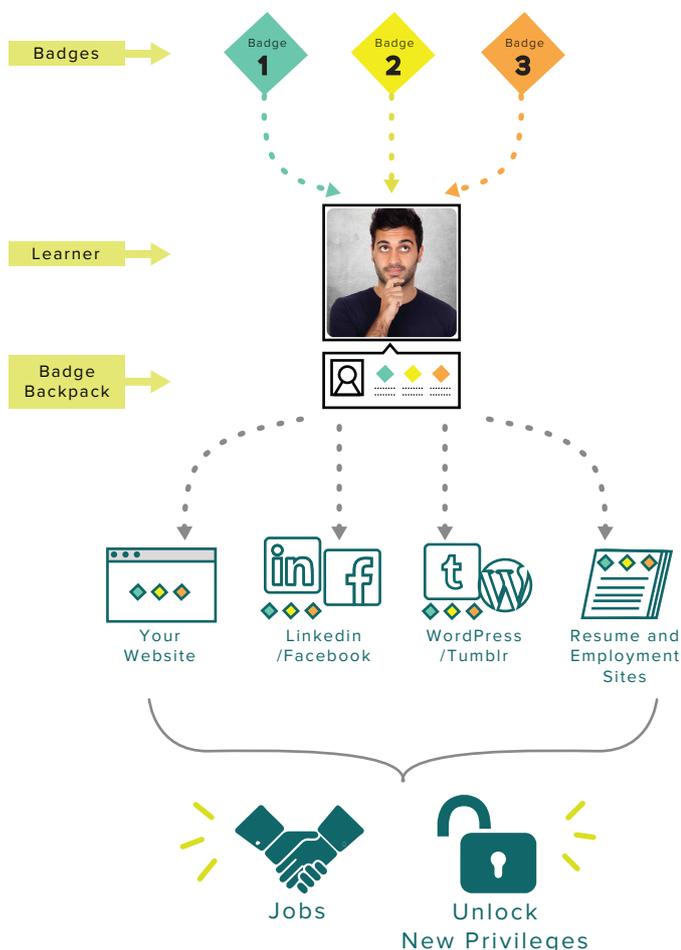
# Digital Badges & Gamification

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.



### 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.



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## Program Fee

INR 29,999/-\* per person plus service tax. 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 December 31st 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 [pramod@greenbooks.co.in](mailto:pramod@greenbooks.co.in) to ask for an offline registration form
- 3) Call 9964 366 620



## About us



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

Communication  
Productivity  
Measurement

### Methodology

Blended-learning  
Game-based  
M-learning  
E-learning  
Webinar  
Video  
Simulation

### What we do

Corporate training  
Custom content development  
Game learning products  
Measure training impact and ROI

Visit [www.greenbookslearning.com](http://www.greenbookslearning.com) or call us at 9934 366 620 for details