ROI CERTIFICATION

LONG BEACH, MS

AUGUST 13 - 17, 2018

HOSTED BY THE UNIVERSITY OF SOUTHERN MISSISSIPPI
Department of Human Capital Development

"THE #1 SOURCE FOR MEASURING RETURN ON INVESTMENT FOR PROJECTS, PROGRAMS, AND INITIATIVES."

What is ROI Certification?

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 to evaluate your major programs and report the most credible results that drive organizational improvements.

What does it include?

ROI Certification is comprized of a 5-day in-person course and one-on-one virtual assistance from an ROI Consultant to help you conduct your first ROI Impact Study (a comprehensive report of results using the ROI Methodology). Your study is submitted and demonstrates competency of applying the ROI Methodology, you will receive the designation of Certified ROI Professional (CRP), joining you with an elite group of professionals who have this capability.

How does it help my organization?

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

Certification Objectives:

- The Five levels of evaluation
- Ten steps in the ROI Methodology
- Twelve guiding principles
- Eleven ways to collect data
- Six ways to isolate the effects of problems
- Eight ways to convert data to money
- How to calculate the benefit-cost ratio (BCR) and the return on investment (ROI)
- How to implement the ROI Methodology
- How to build support for the ROI Methodology

Who should attend?

Individuals who need to measure results for problems in these fields:

- Human Resources/Human Capital
- Training/Learning/Development
- Leadership/Coaching/Mentoring
- Recognition/Incentives/Engagement
- Change Management/Culture
- Talent Management/Retention
- Technology/Systems/IT
- Marketing/Advertisement/Promotion
- Organization Development/Consulting
- Project Management Solutions
- Quality/Six Sigma/Lean Engineering
- Public Policy/Social Programs
- Creativity/Innovation
- Ethics/Compliance/Risk
- Safety/Health/Fitness Programs
- Green Projects/Sustainability

This program has been approved for 37.5 (HR General) Recertification Credit Hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute (HRCI).

For more information: www.roiinstitute.net   **Cost: $3,995**

LOCATION

University of Southern Mississippi
Gulf Park Campus – Long Beach, MS
Lloyd Hall, Room 304

DATE/TIME

August 13-16:
8:00 am - 5:00 pm
August 17:
8:00 am - 12:00 pm

CONTACT

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DISCOUNTS

- 30-Day Earlybird Discount: 10% off
- Military Discount: 15% off
- Government Discount: 15% off
- ATD Members: 10% off
- SHRM Members: 10% off
- MPI Members: 10% off
- ISPI Members: 10% offt

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