



The ROI Fieldbook (Improving Human Performance)

Patricia Phillips, Jack J. Phillips, Ron Stone, Holly Burkett

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Since the publication of 'Return on Investment in Training and Performance Improvement Programs,' many individuals have attempted to implement the ROI methodology in their organizations. Having a credible process does not guarantee that an organization will implement the process effectively throughout the various functions and divisions. 'The ROI Fieldbook' will help organizations implement ROI successfully, by providing concrete techniques, tools, strategies, and reproducible items.

Jack Phillips and Patti Phillips and their associates have helped hundreds of organizations and individuals with their ROI workshops. 'The ROI Fieldbook' provides many different strategies for tackling the critical issues of implementation. The authors examine every key barrier to implementation and suggest strategies for overcoming, minimizing, or removing the barriers.

The accompanying CD contains dozens of tools, instruments, and templates aimed at providing helpful resources for the individual or the team responsible for implementing ROI. Case studies from a variety of organizations illustrate the broad range of application and implementation. The CD also includes interactive material such as "Are You Ready for ROI"—a self-assessment test. Other material includes templates for data collection, ROI analysis plan, action plan, and a cost summary sheet.

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