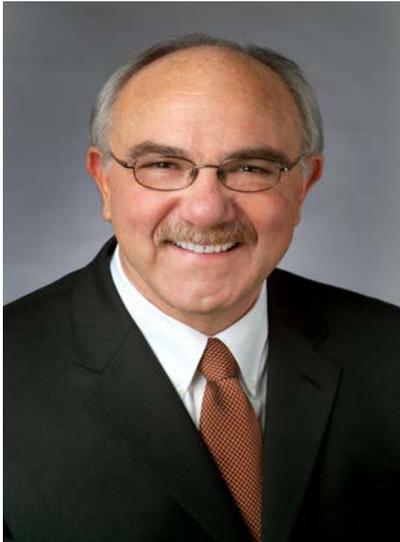


Performance Improvement in the Piedmont

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Measuring ROI in Learning and Performance Improvement, Debunking the Myths



Dr. Jack J. Phillips is a renowned expert on accountability, measurement, and evaluation. Phillips provides consulting services for Fortune 500 companies and major global organizations. The author or editor of more than sixty books, he conducts workshops and presents at conferences throughout the world. Phillips has received several awards for his books and work. On three occasions, Meeting News named him one of the 25 Most Powerful People in the Meetings and Events Industry, based on his work on Return on Investment(ROI). The Society for Human Resource Management honored a Phillips ROI study with its highest award for creativity.

Jack J. Phillips, Ph.D., presents at September meeting

September 12th: 5:30 - 6:00; Presentation 6-8:00

September 13th: 8:00 - 4:30 Workshop Members pay only \$15 for the evening program!

The American Society for Training and Development gave him its highest award, Distinguished Contribution to Workplace Learning and Development for his work on ROI. His work has been featured in the Wall Street Journal, BusinessWeek, and Fortune magazine. He has been interviewed by several television programs, and now serves as President of the International Society for Performance Improvement, 2012-2013.

In the **September 12th** meeting evening session, Jack unlocks the mysteries of ROI and shows how the process is applied to learning and development and performance improvement initiatives.

In the all-day workshop on the following day, Jack introduces “ROI”, the fastest growing metric for evaluating learning and performance improvement. Participants are exposed to the ROI Methodology, which includes developing objectives, collecting data, isolating effects of the program, converting data to monetary values, tabulating appropriate program costs, and calculating ROI. Participants quickly see the advantage of using ROI, as six types of data are collected and analyzed. This workshop takes the mystery out of the use of ROI. Both sessions will identify trends and best practices, executive expectations, and the success factors of implementing ROI.

President's Message

Chapter President Chris Adams provides information on what's coming up for the end of the year.

Check out the interview with Jack Phillips as he discusses the importance of ROI to Performance Improvement Professionals.

