

ROI INSTITUTE®

ROI Certification

Attend this beneficial certification programme and learn how to:

- Measure the contribution of a variety of performance improvement programs
- Calculate ROI
- Enhance program results and improve ROI
- Translate intangible benefits into monetary values

18 – 22 October 2020

Mövenpick Ibn Battuta Gate Hotel, Dubai,
UAE

During The Course, You Will:

- Apply the ROI Methodology to a program in your own organization
- Get detailed, first-hand experience with every step
- Learn how to measure the contribution of a variety of performance improvement programs
- Learn how to calculate ROI
- Learn how to enhance program results and improve ROI
- Discover how to translate intangible benefits into monetary values
- Practice presenting results of an ROI study

Overview

The ROI Certification Program is the most comprehensive way to gain the skills, resources, and knowledge to measure the value of projects and programs of all types – down to the financial Return On Investment (ROI). The program includes a 5-day course surrounding the ROI Methodology, a systematic approach to program evaluation that is proven to deliver accurate and credible results. After the course, should you opt for the coaching option, you will receive one-on-one support as you conduct your first Impact/ROI Study in your own organization. Upon demonstrating competency in applying the ROI Methodology, you will join a distinguished group of 5,000 professionals who have earned the designation of Certified ROI Professional (CRP).

In this certificate program developed by Dr Jack Phillips, participants will build the skills needed to develop and deliver effective Return On Investment (ROI) evaluations for learning and performance, organizational development, human resources, technology, change, and quality solutions.

The program emphasizes the Phillips ROI Methodology® and participants learn to apply the ROI Process Model—a results-based method for developing application impact objectives, developing data collection plans, collecting various types of hard and soft data, isolating the effects of the program, converting data to monetary values, tabulating appropriate program costs, calculating Return On Investment, and identifying intangible benefits. Participants are asked to come prepared to apply the ROI Methodology to a program within their organization, and have the option to receive one-on-one coaching assistance following the workshop until the ROI evaluation is completed.

Skills You Gain

- Determine data collection techniques, timing, and methods
- Choose appropriate strategies for isolating the effects of programs
- Convert impact measures to monetary values
- Analyze data and calculate the actual financial ROI
- Present results to a variety of audiences, including executives and key stakeholders

During The Workshop, You Will Cover:

- **Pre-Work:** Prior to the workshop, you will receive a pre-work form that helps you choose a program within your organization to evaluate using the ROI Methodology. You will then submit pre-work prior to the workshop so that ROI Institute's Certification Facilitators, Dr Jack Phillips and Farzaneh Majed can best approach the course with your project in mind.
- **Workshop:** Five days of content rich, interactive sessions. The focus is on mastering the ROI Methodology and applying it to your project evaluation.
- **Coaching Assistance:** Following the 5-day course, ROI Institute provides the option for one-on-one coaching assistance to help you complete your ROI evaluation as soon as possible and ensure your process and data are credible.
- **Right to Use Materials in Your Organization:** You have the right to reproduce and use materials you receive at ROI Certification as you build capability in measurement and evaluation within your organization.
- **Certified ROI Professional (CRP) Designation:** A unique sought-after credential attained by over 5,000 professionals who have attended ROI Certification. The certification is confirmation of your ability to measure and evaluate programs of many types and tie your programs to deliver bottom line business results.

Certification Benefits

- Demonstrate ability in conducting an impact study
- Achieve the designation of Certified ROI Professional (upon successful completion of your impact study)
- Permission to conduct one-day workshops on the ROI Methodology in your organization
- Sought-after skills that will make you more credible and valuable to your organization's executives
- Become a member of the ROI Network, the leading resource on the application of the ROI Methodology around the world. As a member of the network, you'll be an authorized practitioner of the ROI Methodology and entitled to give one-day workshops in your own organization. You'll also have access to the Members Only portal of our website with access to additional tools and resources shared within the ROI Network community.

Member Benefits

As an additional benefit, you'll become a member of the ROI Network, the leading resource on the application of the ROI Methodology around the world. As a member of the network, you'll be an authorized practitioner of the ROI Methodology and entitled to give one-day workshops in your own organization. You'll also have access to the Members Only area of our website with access to additional tools and resources shared within the ROI Network community.

Who Should Attend?

Anyone who needs the skills to measure the impact of learning and performance improvement programs. Individuals who need to demonstrate the ROI and business impact of other initiatives such as human resources, quality, process improvement, organizational change, and technology implementation will also benefit.

Areas Fit For ROI Implementation

- Human Resources/Human Capital
- Training/Learning/Development
- Leadership/Coaching/Mentoring
- Knowledge Management
- Organization
- Effectiveness/Development
- Performance Measurement and Management
- Lean/Six Sigma
- Recognition/Incentives/Engagement
- Change Management
- Technology/Systems/IT
- Green Projects/Sustainability
- Safety and Health
- Process Improvement
- Talent Retention
- Project and Program Management
- Quality Management
- Strategy/Planning
- Marketing/Advertising
- Communications/Public Relations
- Mergers and Acquisitions
- Risk Management/Ethics/Compliance
- Logistics/Supply Chain/Procurement

Here's What Our Past Delegates on ROI Certification Courses Had To Say:

"The best course I have ever been on. Having time to apply learning to a work example was very useful"

Stephen James, Operations Manager, Best Practice Group, London - UK

"The course was very informative and well structured. While it may seem daunting at first, the methodology was broken down well and I have many ideas for application"

Adrian Acton, Senior Training Team Manager, Kiwi.com, Brno - Czech Republic

"Very good experience and highly recommended".

Yahya Al Fahdi, Financial Analyst, Oman Investment Fund, Muscat – Oman

“It is a game changer as it will change the way of thinking towards improvement.”

EM Admin Director, King Abdulla Medical City

“Intensive but fun. Lots of realistic practical examples given.”

Portfolio Manager, Her Majesty Revenue and Customs

“I would like to say big thanks and big appreciation to Dr Farzaneh. She was great in explanation.” Director of Respiration, King Abdulla Medical City



About the Facilitator



Farzaneh Majed CRP, BSMP, KPIP, MCPM, SMPS

CEO & Managing Partner Transform Alliance

ROI Institute Partner

BSI Strategic Partner & Advisory Board Member

Farzaneh Majed is ROI Institute Partner and Balanced Scorecard Institute Strategic Partner and Advisory Board Member with over 20 years of successful business development, change management and innovation experience who has a passion for excellence and thrives on driving change. Farzaneh's extensive career at the global level has resulted in many successful initiatives being adopted lucratively. She believes in simplifying processes and delivering results through strategic planning and effective execution.

As the CEO and Managing Partner of Transform Alliance (TA), Farzaneh is committed to assisting organizations to achieve transformation through the engagement of their people with TA's alliance partners. Having identified the mission of the organization, clients are guided and closely monitored on the journey from Strategy Formation and Implementation of Change Management. A key focus throughout is the end result and measurement of the ROI on each project.

Farzaneh is an advocate of Inclusion and Collaboration and owes her success to putting herself in the other person's shoes and seeing the world from their perspective and seek a win-win solution. As Partnership Director, she transformed the relationships Informa had developed with key accreditation and certifying bodies as well as Informa's pool of subject matter experts. She was instrumental in identifying new talent to ensure the sustainability of the business.

Farzaneh established the Training, Learning & Development Division of Informa (Former IIR Middle East) and was selected as Centre of Excellence for Training among Informa Group and achieved Innovation Award for continuous improvement.

Farzaneh is a Key Performance Indicator Professional (KPIP), Balanced Scorecard Master Professional (BSMP) and has a Master's Certificate in Project Management from George Washington University. She has an Honours degree in Combined Sciences (Statistics & Biology) from the University of Brighton in the UK.

In addition to leading some ROI Certification courses, Farzaneh has personally conducted an ROI study which took 12 months for a governmental body in Saudi Arabia. They wanted to measure the impact and ROI of Strategic Planning and Strategy Execution. She not only designed and developed the programme for them, but also, assisted them in collecting Action Plans for Level 3, Application, followed by developing objectives for Level 4 – Impact. They actually achieved a positive ROI.

Transform Alliance Management Consultancy ROI Clients



أدنوك
ADNOC

إرامكو السعودية
Saudi Aramco



هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



سابك
SABIC



مستشفى الهلال الأخضر
Green Crescent Hospital



making service provider partnerships work

بروج
Borouge

KIWI · COM



الهيئة العامة
للتأمينات الاجتماعية

KAMC
Holy Capital



Adaa
The National Center for
Performance Measurement



ezzsteel
The Middle East Steel Professionals

HM Revenue
& Customs

الصندوق العماني للاستثمار
Oman Investment Fund

Reliance
Industries Limited

ريادة
Reyada
تعليم وتطوير
Learning & Development

اقدار
aqdar
برنامج خليفة لتمكين الطلاب - الإمارات
Khaila Empowerment Program For Students - U.A.E.



Fees

18 - 22 October 2020, Dubai, UAE

Book and pay before 2 August 2020
USD\$ 3,495

Book and pay between 03 – 23 August 2020
USD\$ 3,995

Book and pay after 24 August 2020
USD\$ 4,495


Book three delegates and pay for two
USD\$ 8,990

Optional Coaching
USD\$ 500

How To Register?

Speak to James Meltz:

 +971 50 695 0665

 james-meltz@transform-alliance.com
info@transform-alliance.com

 www.transform-alliance.com

Location

Mövenpick Ibn Battuta Gate Hotel

Dubai, UAE

Tel: +971 4 444-0000



Information?

Speak to James Meltz:



+971 50 695 0665



james-meltz@transform-alliance.com
info@transform-alliance.com



www.transform-alliance.com