

ROI Certification®

SHOW THE VALUE OF WHAT YOU DO

ROI INSTITUTE®

Critical INNOVATION
Competitiveness Enhancement, Consultation and Training

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Progress Brings Challenges

Organizations want and need to use their resources wisely. This is why it's essential to connect your investments in programs, projects, and initiatives to business measures that are important to organizational leaders and deliver positive results. However, showing and proving the value of these investments to leaders can be challenging for many professionals, which can put funding at risk.

You can overcome these challenges by implementing the ROI Methodology®, a systematic evaluation and measurement approach that enables program and project owners to design for and deliver positive results. The 12-step process follows a logical framework that captures credible outcomes at six different levels and provides opportunities for improvement before, during, and after the initiatives. ROI Certification® is the process that teaches professionals how to apply this methodology and supports them through the completion of an ROI study.

Delivering positive results that leaders will accept and support is necessary. Proving a real business impact ensures that your work is recognized and contributing to the bottom line.

With more than 9,000 organizations using this process, the ROI Methodology is the most used and implemented evaluation system globally. Practitioners worldwide use the proven and practical evaluation system to evaluate program performance and improve program design for optimal impact.

ROI is Everywhere

The ROI Methodology is being used to measure the success of all projects, programs, initiatives, systems, procedures, events, or processes in the following types of organizations:

- Businesses
- Governments (central, federal, state, and local)
- Nongovernment organizations
- Nonprofits
- Foundations
- Charities
- Healthcare organizations
- Networks and alliances
- Universities and Colleges
- K-12 school systems
- Associations
- Religious organizations



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Build Evaluation Capability through ROI Certification

ROI Certification is the most comprehensive approach to gaining the skills, resources, and knowledge to measure the value of projects and programs of all types. The process includes a comprehensive learning course surrounding the ROI Methodology and support from weekly group coaching sessions. Upon demonstrating competency in applying the ROI Methodology by completing an ROI study, you will join an elite group of professionals globally who have earned the Certified ROI Professional® (CRP) designation. Upon completing the certification process, participants often indicate this is the most important skill set in their professional careers.

WHO SHOULD ATTEND

ROI Certification is ideal for anyone who needs the capability to evaluate and measure the impact and ROI of their programs and projects in human resources, training, leadership development, recognition, engagement, innovation, meetings and events, compliance, quality, process improvement, marketing, health and well-being, organizational change, safety, sustainability, technology, and other initiatives. You should be prepared to build this capability with a project in mind that needs to be evaluated at the impact and ROI levels.

ROI CERTIFICATION COMPONENTS



Prework: Identify a project for ROI evaluation. Prepare for the basics by completing ROI Boot Camp.



Comprehensive Learning Course: Engage in content-rich, interactive sessions focused on evaluation.



Materials: Utilize a detailed workbook, reference book, textbook, job aids, and templates.



Group Coaching: Leverage guidance from ROI Institute faculty while completing ROI project.



Right to Use: Use materials internally to build measurement and evaluation awareness.



Certified ROI Professional (CRP): Be proud of earning this unique sought-after credential.



Digital Badge: Share your accomplishments with your professional networks.



ROI Institute Academy: Access a variety of tools, templates, resources, and materials.



ROI Network: Connect with more than 17,000 global graduates of ROI Certification.

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ROI CERTIFICATION OPTIONS

Becoming a Certified ROI Professional demonstrates that you are an expert at proving the value, impact, and ROI of any program or project by completing ROI Studies. No other program supports you while conducting an ROI study and enables you to build measurement and evaluation capabilities. With in-person, virtual, and on-demand approaches, everyone has an opportunity to learn.

In-Person

Learn the concepts of ROI and work on your evaluation project over the course of several consecutive days alongside others in a classroom setting. Open-enrollment in-person sessions are held in centralized locations across the United States and other countries several times a year.





Internal

Many organizations prefer an internal ROI Certification to maximize learning and support a successful ROI implementation. In addition to cost savings and efficiency, an internal session allows team members to speak openly about program details and concentrate on the organization's issues, programs, and projects.

Live Virtual

Join learners from other organizations for live learning sessions held online for three and a half hours daily for ten consecutive business days. You will participate in interactive learning activities, thought-provoking exercises, and engage in chat discussions without leaving your home or office.





On-Demand

This option includes a combination of reading assignments, independent exercises, and online learning offered through recorded videos. At your own pace, you will view learning modules, read materials, books, and case studies, complete assignments and exercises, and submit an ROI study to achieve certification.

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GROUP COACHING

Group coaching is a twice-weekly virtual meet-up open to all ROI Certification participants. Attending group coaching will help you plan and execute your ROI projects and implement your overall evaluation strategies. It is equally beneficial to those who have not yet completed an ROI study and those who hold the CRP® credential and want to advance their measurement and evaluation acumen.

Group coaching offers six opportunities for you to engage.

- Receive input on your ROI project plans and share updates on progress made.
- Receive feedback on your ROI study before communicating the results to sponsors and executives.
- Explore issues, challenges, and barriers that may inhibit success with the ROI Methodology.
- Learn from others as they present and receive feedback on their projects and challenges.
- Contribute to the development of others by sharing your experience and expertise.
- Grow your network of like-minded professionals.

ROI NETWORK

Networking in an organization, area, state, country, region, or globally, is a great way to gain support and resources to effectively implement the ROI Methodology. When you attend ROI Certification, you will become a member of the global ROI Network organized by ROI Institute. As you begin your implementation journey, we recommend connecting with others interested in ROI and becoming involved in additional networks.

ACCREDITATIONS

ROI Certification has been approved for 36 (HR General) Recertification credit hours toward PHR, SPHR, and GPHR recertification through the HR Certification Institute (HRCI); 36 PDC hours by the Society for Human Resource Management (SHRM); and 24 continuing education recertification hours toward the Certified Professional in Training Management credential by Training Industry. ROI Certification participation can be used towards initial eligibility and recertification of the Certified Professional in Talent Development (CPTD) and Associate Professional in Talent Development (APTD) credentials from the Association for Talent Development (ATD). Additional credit opportunities are available through other institutes and associations.

MATERIALS

Each participant in ROI Certification will receive a workbook, application guide, ROI Methodology Process Model, and several ROI Institute authored books, including *Show the Value of What You Do: Measuring and Achieving Success in Any Endeavor* (Berrett-Koehler, 2022); *Value for Money: How to Show the Value for Money for All Types of Projects and Programs in Governments, Nongovernmental Organizations, Nonprofits, and Businesses (Wiley, 2020)*; and *Value For Money: Measuring the Return on Non-Capital Investments* (BWE Press, 2018).



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Benefits of ROI Certification

The use of the ROI Methodology by CRPs has grown substantially. Initially, the process rose in popularity through publications and networking among a small group of practitioners. In 1993, ROI Institute was created to bring information to the global community. ROI Institute has made a significant impact in over 9,000 organizations using the methodology. Users report a variety of impacts after implementing the ROI Methodology.

IMPROVE PROJECTS

The top benefit of using the ROI Methodology is that projects and programs are improved with the use of results. This is the principle focus of the methodology; data are collected to show how the project should change to increase success. When projects are not delivering the value needed, i.e., a negative ROI, the data indicate what needs to change to deliver the proper business value.

ENHANCE RELATIONSHIPS

Collecting data to show the value of projects and programs is one of the best ways to enhance relationships and earn a "seat at the table." To be effective in an organization, users must work with various team members, clients, and stakeholders. Productive relationships with key managers must be developed. Many users of this methodology indicate that relationships with business partners have improved. As one manager from Europe stated, "Presenting an ROI study was the first time I had an intelligent business discussion with the CEO, and it made a tremendous difference in our relationship going forward."

IMPROVE IMAGE

When data reveal the success of projects and programs at the impact and ROI levels, image changes. Some functions, such as human resources, communications, consulting, change management, public relations, culture, ethics, and compliance, have difficulty showing their value. CRPs report the function's image is enhanced by using ROI and is now perceived as a results-based investment center instead of an activity-based cost center.

SECURE FUNDING

Additional funds are often attributed directly to the use of the ROI Methodology. CRPs report that some budgets have increased in the face of reductions. One tool and small appliance maker reported a two-fold increase in the budget based on the use of ROI. A large, well-known insurance company quadrupled its budget in two years with the ROI Methodology. Some CRPs have secured funding with an ROI forecast on a pre-program basis.

IMPLEMENT NEW PROJECTS

Some CRPs evaluate a pilot program to determine the program's feasibility. Capturing five levels of data creates a much better database for decision-making. For example, a large retailer uses this methodology to show the value of projects before implementing them throughout stores nationwide. Using a sampling of stores, the company compares the results with a similar group and then decides whether to implement the program based on its complete profile of success, including ROI.

BUILD SUPPORT

Support of projects and programs is a concern for more project leaders and program directors. Additional support is almost always needed, particularly from middle-level managers. When the ROI Methodology is used, these managers have more data about the success of programs. When programs and projects drive impact and ROI data, managers will support the effort.

CAREER IMPROVEMENT

Many CRPs report professional success from using the ROI Methodology. A manager in a retail store chain was promoted to her position after implementing the methodology. Another professional reported he was able to keep his job during a restructuring phase at a large computer company. A government professional reported she was able to secure a new job because of completing ROI Certification.

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Focused

Proven

Practical

Grounded in Research

Cost-Effective

Ten reasons

why

Endorsed by Top Executives and Organizations

Sought-after Designation

Designed and Delivered by the Thought Leaders

Immediately Applicable

Valuable Takeaways

ROI Certification is Unique and Powerful.

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About Critical Innovation & ROI Institute, Inc.®

Critical Innovation Management Consultancies & Training is the exclusive representative and partner of the ROI Institute, Inc.® in the UAE. As a trusted partner, we bring the globally renowned ROI Methodology® to organizations across the region, empowering professionals to enhance their programs and processes through precise measurement and evaluation techniques.

With the support of the ROI Institute, Critical Innovation Management Consultancies & Training provides access to exclusive workshops, consulting services, and certification programs, including the prestigious Certified ROI Professional® (CRP) designation. Our partnership ensures that organizations in the UAE can benefit from the world-leading expertise of the ROI Institute, helping them achieve measurable results and a significant return on investment in their initiatives.

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