

ROI : Proving the value of Training & HR

Antonios Daskos (M.Sc., MBA)

Master Trainer & CEO



Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



2015

CyHRMA
Annual Conference

Διαδικαστικά

- Συστάσεις
- Υλικό (σημειώσεις, σοκολατάκι, antistress)
- Διάρκεια
- Μεθοδολογία υλοποίησης
- Παίγνια
- Ερωτήσεις
- Κινητά στο αθόρυβο

Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



2015

CyHRMA
Annual Conference

Στόχος Παρουσίασης

- Να γνωρίσετε μεθοδολογία μέτρησης της απόδοσης (ROI) ενεργειών business training & HR
- Να είστε σε θέση να αποδείξετε τα αποτελέσματα της εργασίας σας σε χρήμα και όχι σε φόρμες αξιολόγησης.
- Να ξεκινήσετε άμεσα την βελτιστοποίηση των διαδικασιών που διασφαλίζουν μετρήσιμα αποτελέσματα στην εκπαίδευση και τις ενέργειες HR

Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



2015

CyHRMA
Annual Conference

Ορολογία

- ROI
- Activity Based vs Results Based programs

Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



Ερώτηση

Πως μετράτε σήμερα την επιτυχία ενός εκπαιδευτικού προγράμματος ή μιας εκπαιδευτικής δράσης που διοργανώνετε;

CEO : Show me the money

Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



Δύο μοντέλα ROI

- Donald Kirkpatrick
- Jack Phillips



Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



Το μοντέλο ROI

2015

CyHRMA

Annual Conference

Level	Measurement Focus
0. Input	Activities involved in the program
1. Reaction & Planned Action	Measures participant satisfaction with the program and captures planned action
2. Learning	Measures changes in knowledge, skills, and attitudes
3. Application	Measures changes in on-the-job behavior
4. Business Impact	Measures changes in business impact measures
5. Return on Investment	Compares program benefits to the costs
Intangible Benefits	Impact data not converted to money

Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



Βήματα ROI (1)

Level	Measurement Category	Current Status*	Goal in 5 Years*	Comments
0	Inputs/Indicators Measures input into learning and development including the number of programs, attendees, audience, costs and efficiencies.	100%	100%	Being accomplished now
1	Reaction - Perceived Value & Planned action Measure reaction to, and satisfaction with, the experience, ambiance, contents, and value of meeting	100%	100%	Need more focus on content and perceived value

Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



Βήματα ROI (2)

Level	Measurement Category	Current Status*	Goal in 5 Years*	Comments
2	Learning Measures what participants learned in the program— information, knowledge, skills, and contacts (takeaways from the program)	30-40%	80-90%	Must use simple learning measures
3	Application and Implementation Measures progress after the program – the use of information, knowledge, skills, contacts and technology	10%	30%	Need more follow-up

Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



Βήματα ROI (3)

Level	Measurement Category	Current Status*	Goal in 5 Years*	Comments
4	Impact and Consequences Measures changes in business impact variables such as output, quality, time and cost-linked to the program	5%	10%	This is the connection to business impact
5	ROI Compares the monetary benefits of the business impact measures to the costs of the program	1%	5%	The ultimate evaluation

Organizer



Mega Sponsor



Main Sponsor

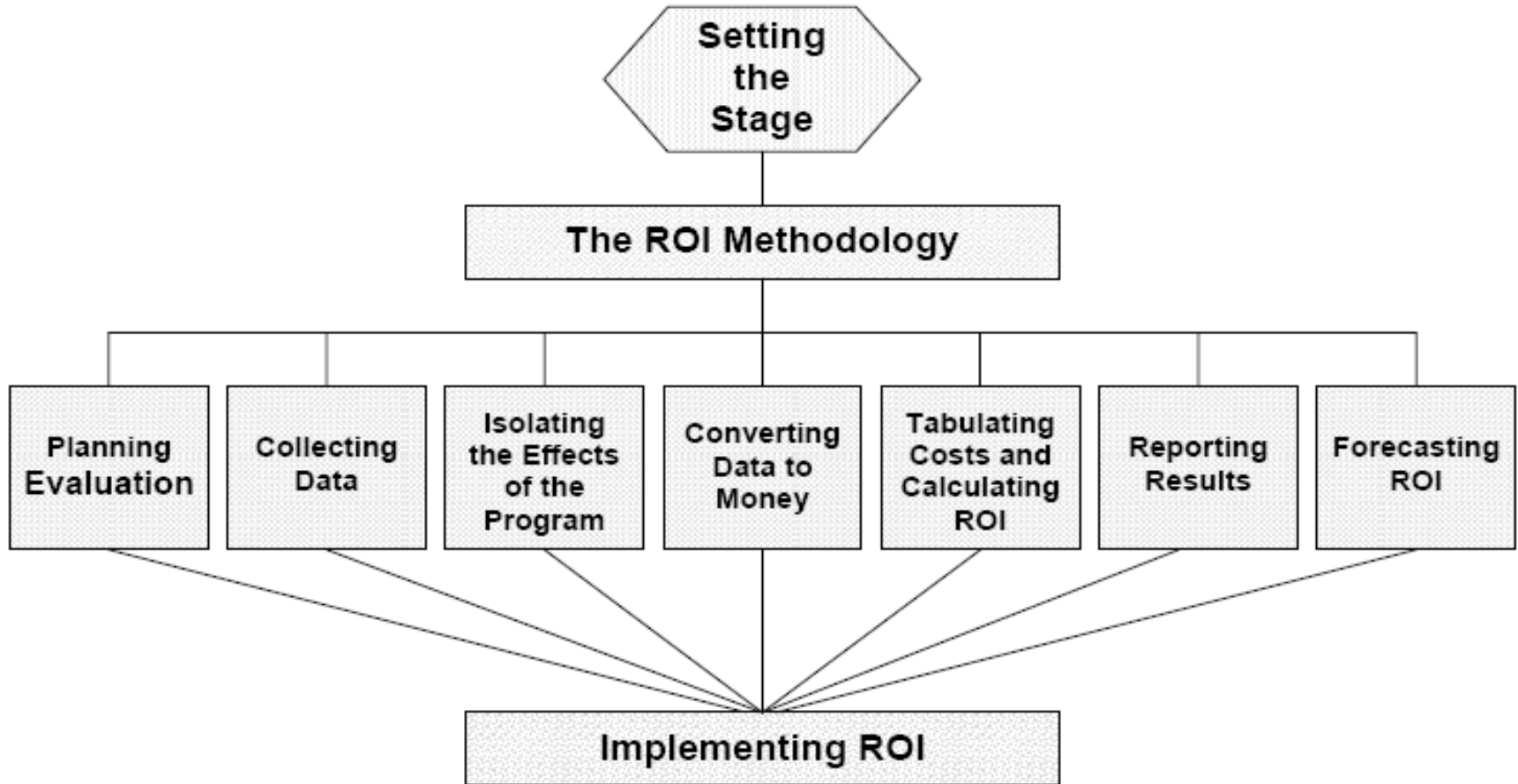


Sponsor



Supporters





Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



Υπολογισμός ROI (1)

2015

CyHRMA
Annual Conference

$$\text{Benefit/Cost Ratio} = \frac{\text{Program Benefits}}{\text{Program Costs}}$$

$$\text{ROI} = \frac{\text{Program Benefits} - \text{Program Costs}}{\text{Program Costs}} \times 100$$

Organizer



Mega Sponsor



Main Sponsor



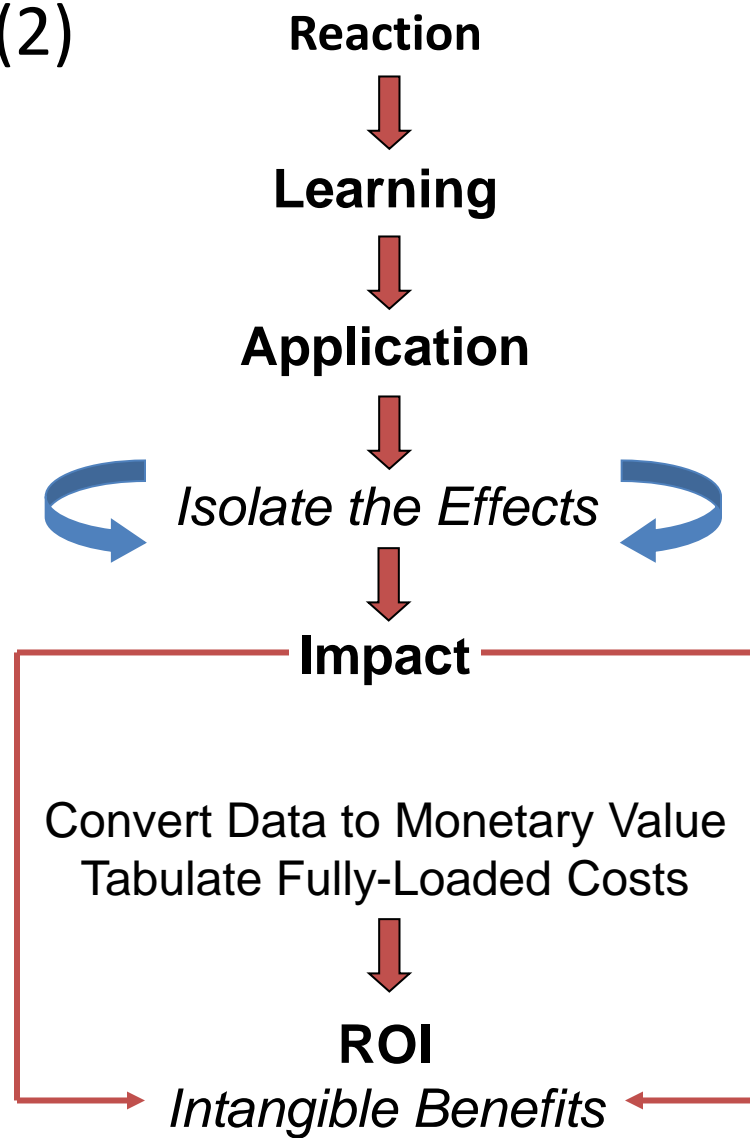
Sponsor



Supporters



Υπολογισμός ROI (2)



Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters



2015

CyHRMA
Annual Conference

Ευχαριστώ

Στοιχεία επικοινωνίας

Κιν. +30 6975860087

Τηλ. +35722486135

adaskos@doortraining.gr

info@stirixis-consulting.com.cy

Organizer



Mega Sponsor



Main Sponsor



Sponsor



Supporters

