# Welcome to ASTD's ROI Skill-Building Certificate Program

**Course Objectives**

After participating in this workshop, you should be able to:

- Identify the drivers for ROI accountability
- Link program objectives to business results
- Identify at least three ways to collect data
- Describe at least three ways to isolate the effects of a program
- Describe at least three ways to convert data to monetary values
- Identify all costs of a program
- Calculate ROI, given benefits and costs
- Identify intangible measures
- Plan a follow-up evaluation for one of your programs
- Describe the ten steps in the ROI Methodology™
- Develop an evaluation plan for a specific program within two weeks
- Revise/update internal policies on evaluation within 30 days
- Select appropriate data collection methods when conducting impact studies
- Use appropriate methods to isolate the effects of programs
- Use appropriate methods to convert data to monetary values
- Capture fully loaded costs, when conducting an ROI study
- Calculate the return-on-investment for a simple ROI study
- Improve the effectiveness of programs
- Expand the implementation of successful programs
- Redesign ineffective programs
- Improve satisfaction of your stakeholders
- Improve relationships with key managers and clients

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