

ROI Evaluation Framework



ROI% = net benefits/costs x 100

Net benefits = business impact benefits/costs

Level 5 – ROI	<p>Financial Contribution</p> <ul style="list-style-type: none"> • What are the financial benefits of the programme?
Level 4 – Impact	<p>Business Impact, Business Outcomes</p> <ul style="list-style-type: none"> • What is the business need? • How will the programme add value to/benefit/impact the business? What will be different in terms of business results? • How much of any difference/change in business results can be attributed to the programme? • Can the business results be converted to monetary values? <i>(Required for ROI calculation)</i>
Level 3 – Application	<p>Application/Performance Objectives</p> <ul style="list-style-type: none"> • What is the performance need? <i>(Required to achieve the business need)</i> • How will the programme affect performance? What will be different in terms of workplace performance/change(s) in behaviour?
Level 2 – Learning	<p>Learning Objectives</p> <ul style="list-style-type: none"> • What is the learning need? <i>(Required to achieve the performance need)</i> • What are the learning objectives? What will be the change in skills/attitudes/knowledge?
Level 1 – Reaction	<p>Reaction Objectives</p> <ul style="list-style-type: none"> • What is the participant/manager/stakeholder need? <i>(Required to make the learning engaging and valued)</i> • How will we know our programme meets participant/manager/stakeholder needs and is considered worthwhile?
Level 0 – Inputs	<p>Costs</p> <ul style="list-style-type: none"> • What are the programme costs? <i>(Required for ROI calculation)</i> • Include costs to the business, such as: <ul style="list-style-type: none"> ○ analysis/design/development/implementation/evaluation expenses ○ venue, travel and accommodation expenses ○ administrative expenses ○ time costs for those involved, including salaries/wages

Contact: Beryl Oldham, +64 276 123 649 | 0276 123 649, beryl.oldham@completelearning.co.nz, www.completelearning.co.nz

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Business Alignment Model

