

“Four of the Five Top HR Strategic Issues are related to IMPROVING Talent Management Capabilities.”

The Hackett Group 2011 Key Issues Study

**Prove the Values of Your HR Programs!
Learn a Simple, Inexpensive and Credible
Approach to Measure ROI**

The Expert



Lizette Zuniga, Ph.D.
Vice President, ROI
Implementation,
ROI Institute

An Exclusive Event brought to you by



ROI INSTITUTE™



About the Programme

In the face of a possible economic downturn, HR Leaders and Practitioners in Asia are still expected to continue to implement **HR programs that will engage and motivate employees, identify and develop high potential individuals** and ensuring that the most appropriate assignments are available for them. This is because most global business leaders believe that Asia's share of global revenue is rising quickly. However, less resource will be available and **Management expects HR to be more accountable** for whatever programs they are rolling out.

So, can HR Practitioners continue to retain our best talents with less and less resources available to them? **ABSOLUTELY!**

The key lies in demonstrating to the CEO and the Management Team not just the cost of these HR Programs but MORE IMPORTANTLY the return on investment (ROI) of such initiatives.

This powerful workshop shows how to prove the value of HR programs. Participants experience application of the ROI Methodology developed by **industry leader Dr Jack Phillips**. This includes developing application, impact objectives, collecting various types of hard and soft data, isolating the effects of the program, converting data to monetary values, tabulating appropriate program costs, and calculating the ROI. Participants quickly see the advantage of the process as six types of data are collected and analyzed.

An Exclusive 1-day Workshop

Who Will Benefit

Anyone who needs the skills to measure the impact of HR programs and projects, eg

- HR Specialists
- HR Managers
- HR Executives
- Organizational Development Specialists
- Performance Measurement Specialists
- Learning and Development Managers
- Evaluation Managers and Specialists

Clients

- SAP America
- United Nations
- Egyptian Banking Institute, Cairo, Egypt
- Inter-American Development Bank
- Marine Corps

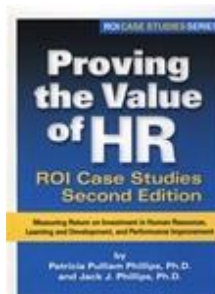
10 POWERFUL Learning Objectives

- ✓ Identify the drivers for ROI accountability
- ✓ Link program objectives to business results
- ✓ Describe at least three (3) ways to collect data
- ✓ Describe at least three (3) ways to isolate the effects of a program
- ✓ Describe at least three (3) 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

3 CRITICAL Materials You Will Receive

1. Detailed workbook, complete with exercises and exhibits
2. ROI Process Model
3. Book, Proving the Value of HR: Measuring Return on Investment in Human Resources

... with 15 ROI Studies for HR



Workshop Details

- **Date** : 23 February 2012
- **Time** : 9:00am – 5:00pm
- **Venue** : Berjaya Times Square Hotel, Kuala Lumpur
* venue subject to change

- **Official Rate** : RM 1,680 per person
- **Early Bird** : RM 1,380 per person
(Register and pay BEFORE 9 February 2012)



Group Rate :

- Group of 3 – 3rd person pays ½ fee
- Group of 4 – 4th person attends FREE!!

REGISTER NOW

[\(Click here to download registration form\)](#)

3 Simple Ways to Register

1. Call An / Ain at +60 3 9059 6218
2. Email the complete registration form to
workshop@gscasia.com
3. Fax the complete registration form to +60 3 9059 5908

- King Faisal's Hospital & Research Center, Riyadh, Saudi Arabia
- Iraqi Public Works/Water Sector Project
- SAP Andina y Caribe
- First Data Corporation
- Birmingham Regional Chamber of Commerce
- Connecticut General Association

... and many others

Some of the Recent Testimonials

“It was one of the BEST training programs we have had. Our Director was so much pleased about it and did ask Dr. Zuniga for a meeting after the training.”

**King Faisal Specialist Hospital and Research Center
Riyadh, Saudi Arabia**

“Awesome instructor and provided great examples of how to implement evaluation across the five levels. It takes the individuals knowledge beyond the traditional view of designing and developing, to understanding how training/learning programs impact their organization.”

Marine Corps Curriculum Development

... and many others

About the Facilitator:



Lizette Zuniga, Ph.D.
Vice President, ROI Implementation,
ROI Institute

Dr Zuniga has more than 15 years of professional experience and expertise in leadership development, human resource development, assessment and ROI. She has served as both an internal as well as an external consultant for Fortune 500 companies.

Currently, she assists organizations by conducting various types of assessments and surveys, including organizational culture assessment, needs assessment and leadership competency assessment. Lizette also assesses the business impact of organizational development interventions and facilitates leadership and team development activities. **Among the impact studies that Lizette has conducted** include areas such as: eLearning; leadership development; sales performance; organizational change interventions; mergers and acquisitions; call center simulation; career development; and use of technology.

Lizette holds a Master's degree in Psychology with a concentration in Cross-cultural Psychology and Psychometry from Georgia State University, and a Ph.D. in Human Resource Development from Barry University. She is certified in Myers-Briggs Typology and in ROI evaluation.

ROI Institute is the industry leader in measurement and evaluation with **30 years experience working with Fortune 500 companies**, government agencies, industries and public sector organizations around the world. ROI Institute is founded by Dr. Jack J. Philips, who developed The **ROI Methodology™** in the 1970s. To date, this methodology is a **critical tool for measuring and evaluating programs in 18 different applications in more than 40 countries.**

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