

Books

Proving the Value of Meetings and Events

\$37.95

Jack J. Phillips, Monica Myhill, and James B. McDonough. Essentially two books in one, this book details how to use metrics to show the value of meetings and events and provides case studies of actual application. ROI and MPI, 2007. 343 pgs.

The Chief Learning Officer

\$34.95

Tamar Elkeles and Jack Phillips. In a constantly changing business landscape with limited resources and tight budgets, learning must be viewed as essential to a successful achievement of business goals. The individual driving this function, the Chief Learning Officer (CLO), is in a unique position to add significant value to the organization. The role of the CLO is to drive value, focusing on issues such as business alignment, managing resources, innovation, customer service and ROI. The challenge is to show value to the organization in terms that business leaders and financial analysts can understand and appreciate. Written from the perspective of the CLO, this book discusses nine important value-adding strategies, making up this critical role of the CLO of the future. At least twenty high profile CLOs provide their strategies on each of these issues. Butterworth-Heinemann, 2006. 323 pgs.

The ROI Field Book

\$44.95

Patricia Pulliam Phillips, Jack J. Phillips, Ron Stone, and Holly Burkett. This book will help organizations implement ROI successfully, by providing concrete techniques, tools, strategies, and reproducible items. The accompanying CD contains dozens of tools, instruments, and templates aimed at providing helpful resources for the individual or the team responsible for implementing ROI. Case studies from a variety of organizations illustrate the broad range of application and implementation. The CD also includes interactive material such as "Are You Ready for ROI," a self-assessment test. Other material includes templates for data collection, ROI analysis plan, action plan, and a cost summary sheet. Butterworth-Heinemann, 2006. 416 pgs.

How to Build a Successful Consulting Practice

\$19.95

Jack J. Phillips. When you start your own consulting business, you can be your own boss, set your own hours-and make big profits! But that only happens if you're truly prepared. Are you familiar with the biggest consulting myths? Do you know the 12 success factors for consultants? Have you ever owned your own business before? *How to Build a Successful Consulting Practice* has all these answers and more-distilled by consulting guru Jack Phillips from years spent researching and reviewing successful firms that are still in business today. This essential volume shows how to. McGraw-Hill, 2006. 256 pgs.

Return on Investment in Training and Performance Improvement Programs 2nd Edition

\$39.95

Jack J. Phillips. The second edition of this bestselling book guides you through a proven, results-based approach to calculating the Return on Investment in training and performance improvement programs. Butterworth-Heinemann, 2003. 375 pgs.

Return on Investment (ROI) Basics

\$29.95

Patricia Pulliam Phillips and Jack J. Phillips. This book aims to provide a fundamental understanding of the ROI process, from planning, to selection of appropriate programs, to collection of data, to the calculations that determine the ROI, to communicating results, and finally to integrating ROI into an organization's workplace learning and performance processes. An invaluable volume for the novice and the experienced professional. ASTD Press, 2005. 187 pages.

ROI at Work: Best-Practice Case Studies from the Real World

\$38.95

Jack J. Phillips and Patricia Pulliam Phillips. This book presents best-practices case studies from the real world of measuring return on investment. Case studies come from the government sector as well as a range of industries and provide valuable lessons for professionals working to contribute to the strategic goals of their organizations. ASTD Press, 2005. 174 pgs.

Investing in Your Company's Human Capital: Strategies to Avoid Spending Too Little or Too Much **\$34.95**

Jack J. Phillips, Foreword by Jac Fitz-enz. This book presents five strategies for establishing appropriate levels of investment—monetary and otherwise—in workforce initiatives. A practical approach yields valuable tool! AMACOM, 2005. 287 pgs.

Proving the Value of HR: How and Why to Measure ROI **\$42.95**

Jack J. Phillips and Patricia Pulliam Phillips. The human resources function must show its contribution and prove that HR policies, practices, and solutions add directly to the organization's bottom line. This book shows how to measure ROI and provides basic, step-by-step instructions to develop the ROI of HR. Includes a CD-ROM of tools, templates, charts, graphs, a case study, and more. Society for Human Resource Management, 2005. 205 pgs.

Make Training Evaluation Work **\$39.95**

Jack J. Phillips, Patricia Pulliam Phillips, and Toni Krucky Hodges. This book provides the learning professional—newcomer or veteran—practical and specific ways to show value and communicate results, select the right model and find resources, and get management buy-in and overcome resistance. ASTD Press, 2004. 157 pgs.

Project Management Scorecard **\$39.95**

Jack J. Phillips, Tim Bothell, and G. Lynne Snead. This book shows how to measure the impact of project management solutions. It is a compliment to any project management training and shows detailed examples of applications in a project management environment. Butterworth-Heinemann, 2002. 353 pgs.

The Bottomline on ROI **\$16.95**

Patricia Pulliam Phillips. This book offers the business case for ROI. It provides the basics, benefits, and barriers to measuring training and performance improvement programs. Center for Effective Performance, 2002. 117 pgs.

How to Measure Training Results **\$39.95**

Jack J. Phillips and Ron D. Stone. Written for training practitioners and for anyone interested in assessing, improving, and reporting on training programs and results. It provides techniques, tools, reproducible worksheets, and examples that you can use to plan and conduct credible evaluations of your training programs. McGraw-Hill Publishing, 2002. 284 pgs.

The Human Resources Scorecard **\$49.95**

Jack J. Phillips, Ron D. Stone, and Patricia Pulliam Phillips. This is the first book to provide a comprehensive, step-by-step process for measuring return on investment in human resources programs. The ROI Process provides six additional measures in the form of a scorecard to track and monitor the total impact of the human resource programs. This book is essential for human resource executives, professionals, CEOs, CFOs, consultants, professors and other managers concerned with their business's bottom lines. Butterworth-Heinemann, 2001. 420 pgs.

The Consultant's Scorecard **\$34.95**

Jack J. Phillips. This book offers simple data collection techniques to help consultants in any industry measure the value of their work for clients. The book also explains how clients can – and should – hold their consultants accountable for delivering measurable results. McGraw-Hill Publishing, 2000. 400 pgs.

The Leadership Scorecard **\$35.00**

Jack J. Phillips and Lynn Schmidt. This book expands and discusses best practice leadership development methods, incorporates ROI measurement and evaluation methodology, sets out a step-by-step process, presents case studies, and provides proven measurement and evaluation techniques. This book is essential for CEO's, executives, managers, and professionals involved in leadership development, coaching and mentoring programs, action learning projects, training and performance improvement. Elsevier/Butterworth-Heinemann, 2004. 321 pgs.

Managing Employee Retention: A Strategic Accountability Approach **\$39.95**

Jack J. Phillips and Adele O. Connell. A practical guide for retaining talented employees, showing how to manage and monitor turnover and how to develop the ROI of keeping your talent using innovative retention programs. It presents a logical process for managing retention, from identifying turnover costs and causes, designing solutions that match the causes of turnover, developing tools for tracking turnover and placing alerts when action is needed, to measuring the ROI of retention programs. Elsevier/Butterworth-Heinemann, 2003. 355 pgs.

HRD Trends Worldwide: Shared Solutions to Compete in a Global Economy **\$39.95**

Jack J. Phillips. An in-depth look at issues and challenges affecting training and development departments. Phillips has recognized and researched sixteen critical global HRD trends. This book outlines each trend, provides a thorough understanding of them and puts them to good use. Butterworth-Heinemann, 1999. 400 pgs.

A New Vision for Human Resources **\$12.95**

Jac Fitz-enz and Jack J. Phillips. Today, managers face a new reality; more competition for fewer people with the skills/education needed, and a coming labor pool lacking the skills to meet the needs. The distinguished authors of this book argue that, as organizations come to realize that people are the only dynamic asset in their mix, Human Resource professionals must aggressively evaluate their goals and look at the value-added content of HR activity. A new Top Ten Measures of HR Effectiveness is offered as a tool. Crisp Publications, 1998. 119 pgs.

Handbook of Training Evaluation and Measurement Methods, 3rd Edition **\$55.00**

Jack J. Phillips. This proven reference contains all the information you need regarding measurement and evaluation—including design techniques, evaluation tools, and useful templates. Now in its third edition, this book has become a standard reference for major training and performance improvement departments and major universities around the world. A best-seller from Gulf Publishing, published by Butterworth-Heinemann, 1997. 420 pgs.

**Handbook of Training Evaluation and Measurement Methods,
Instructor's Manual, 3rd Edition** **\$25.00**

Jack J. Phillips. The Instructor's Manual is filled with useful exercises, tips, and tools, plus questions and responses with every chapter. Practical application is made easier with 26 presentation outlines utilizing principles from the book. Butterworth-Heinemann, 1997. 205 pgs.

Accountability in Human Resource Management **\$35.00**

Jack J. Phillips. This best-selling publication reveals how the human resource function can be measured and the contribution pinpointed—including use of the ROI concept. The book highlights leading-edge approaches to measuring the human resource contribution, including the development of the Human Resource Effectiveness Index. Butterworth-Heinemann, 1996. 342 pgs.

In Action Casebook Series – ASTD

In Action: Measuring ROI in the Public Sector

\$49.95

Patricia Pulliam Phillips, Editor; Jack J. Phillips, Series Editor. This book shows how all types of public sector organizations are using ROI evaluation as a way to meet these challenges. The setting for ROI applications range from small local governments to state governments to major cities, and to national and federal programs. This book should interest anyone seeking to build accountability into various specific programs, including training education, human resources, and community development initiatives. ASTD Press, 2002. 240 pgs.

In Action: Measuring Intellectual Capital

\$35.00

Patricia Pulliam Phillips, Editor; Jack J. Phillips, Series Editor. This book contributes to the understanding of intellectual capital by offering a variety of systems, processes, and models. The chapter authors, who reflect viewpoints from varied backgrounds, are diligently pursuing intellectual capital measuring and monitoring. ASTD Press, 2002. 218 pgs.

In Action: Performance Analysis and Consulting

\$35.00

Jack J. Phillips, Editor and Series Editor. This casebook shows how organizations analyze performance issues, their likely causes, and the efforts taken to transfer learning into improved performance. ASTD Press, 1999.

In Action: Improving HRD Technology

\$35.00

James Hite, Jr., Editor; Jack J. Phillips, Series Editor. This casebook provides examples of training applications across the widest spectrum on learning and performance support. ASTD Press, 1999. 301 pgs.

In Action: Measuring Learning and Performance

\$35.00

Toni Krucky Hodges, Editor; Jack J. Phillips, Series Editor. This book provides case studies from professionals in the field who represent the cutting edge of program evaluation, as the realities of the organizational environment do indeed ultimately define program evaluation. ASTD Press, 1999. 302 pgs.

In Action: Measuring Return on Investment – Volume 1

\$35.00

Jack J. Phillips, Editor and Series Editor. This unique book profiles 18 cases where organizations have utilized the ROI Process to demonstrate the contribution of training, human resource development, and other related programs. This is the ASTD all-time best seller through conventions, catalogs, and bookstores. ASTD Press, 1994. 271 pgs.

In Action: Measuring Return on Investment – Volume 2

\$35.00

Jack J. Phillips, Editor and Series Editor. This presentation of 17 new cases continues the tradition that began with Volume 1. Reinforces and enhances the valuable ROI Process in demonstrating the contribution of training, human resource development, and other related programs. ASTD Press, 1997. 282 pgs.

In Action: Measuring Return on Investment – Volume 3

\$35.00

Patricia Pulliam Phillips, Editor; Jack J. Phillips, Series Editor. This book has 11 cases from a variety of industries including telecommunications, computer and technology, retail stores, automotive, and the government sector. ASTD Press, 2001. 282 pgs.

In Action: Implementing Evaluation Systems and Processes

\$35.00

Jack J. Phillips, Editor and Series Editor. This unique book explains how organizations are taking a logical, systematic, and practical approach to achieve a comprehensive measurement and evaluation process. See how the processes were actually implemented and the numerous workable techniques and tools used to do it. ASTD Press, 1998. 306 pgs.

In Action: Improving Performance in Organizations **\$35.00**

William J. Rothwell and David D. Dubois, Editors; Jack J. Phillips, Series Editor. This casebook represents a cross section of real-world efforts to apply a variety of human performance improvement interventions. ASTD Press, 1998. 202 pgs.

In Action: Implementing Training Scorecards **\$35.00**

Lynn Schmidt, Editor; Jack J. Phillips, Series Editor. This book offers eight case studies, each giving a unique perspective on how different organizations have implemented training scorecards which allow training professionals to justify expenditures, demonstrate performance improvement, deliver results-based training, improve processes, and create proactive training programs. ASTD Press, 2003. 202 pgs.

In Action: Retaining Your Best Employees **\$35.00**

Patricia Pulliam Phillips, Editor; Jack J. Phillips, Series Editor. This book addresses employee turnover and retention issues and provides case studies offering a variety of systems, processes, and models to help produce low-turnover, high-performing organization. ASTD Press, 2002. 179 pgs.

In Action: Conducting Needs Assessment **\$35.00**

Jack J. Phillips, and Elwood F. Holton, Editors; Jack J. Phillips, Series Editor. This book shows you case after case of training professionals digging deep to find the real causes of performance problems. Every case is a real-world example with real-world results. ASTD Press, 1995. 312 pgs.

In Action: Transferring Learning to the Workplace **\$35.00**

Mary Broad, Editor; Jack J. Phillips, Series Editor, ASTD. Training can be deemed as ineffective any time employees cannot transfer what they've learned to their jobs. This casebook features many cases of HRD professionals providing training that is directly transferable to the job – some with remarkably successful performance improvement results. ASTD Press, 1995. 331 pgs.

Handouts

ROI Process Model, Set of 10 Handouts

\$25.00

A comprehensive measurement and evaluation process that generates six types of measures: * Reaction, satisfaction, and Planned Action * Learning * Application and Implementation * Business Impact * Return on Investment * Intangible Measures. This balanced approach to measurement includes a technique to isolate the effect of the program or solution.

Information Lines – ASTD

The American Society for Training and Development (ASTD) has published five issues in their Info-line series, illustrating the five-level evaluation framework. These issues were developed by Performance Resources Organization staff with the assistance of specialists from major organizations. Each issue presents tools, templates, and techniques.

Level 5: ROI Evaluation – ASTD Info-line Series Booklet

\$10.00

Presents the tools and techniques needed to develop the basic ROI Process—the fifth level in a five level framework.

Level 4: Business Impact Evaluation – ASTD Info-line Series Booklet

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Provides the tools, templates and techniques to evaluate training and development and other performance improvement initiatives at the business impact level. Explains how data are collected and analyzed to produce an effective evaluation.

Level 3: Application Evaluation – ASTD Info-line Series Booklet

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Shows how a follow-up evaluation is planned and conducted to capture on the job behavior change as participants implement skills learned in a training and development or performance improvement program.

Level 2: Learning Evaluation – ASTD Info-line Series Booklet

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Shows how learning is measured and includes a variety of methods to capture acquisition of skills and knowledge, as well as changes in perception and attitudes.

Level 1: Reaction Evaluation – ASTD Info-line Series Booklet

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Using a variety of instruments and processes, shows how participant reaction and satisfaction is captured.

Package of All Five Levels, 5 Info-lines

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Managing Evaluation Shortcuts

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Patricia Pulliam Phillips and Holly Burkett. Provides ten cost-saving approaches to using the ROI Process.

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