# Return on Investment (ROI) Professional Certification

21 – 25 February 2027
Tunis (Tunisia)



# Return on Investment (ROI) Professional Certification

**Ref:** 322785_213653 **Date:** 21 – 25 February 2027 **Location:** Tunis (Tunisia) **Fees:** 4200 GBP

## Course Description

This comprehensive 1-week course equips professionals with the skills to conduct thorough Return on Investment ROI analyses across various business initiatives. Participants will learn to apply the ROI Methodology to evaluate projects, demonstrate value, and make data-driven decisions. The course covers ROI fundamentals, data collection techniques, analysis methods, and effective presentation of results.

## Learning Objectives

- Master the ROI Methodology and its application in diverse business contexts
- Develop skills in data collection, analysis, and isolation techniques
- Learn to calculate ROI and communicate results effectively to stakeholders
- Gain proficiency in converting intangible benefits to monetary values
- Understand how to enhance program results and improve ROI

## Course Modules

### Day 1: Introduction to ROI and Evaluation Fundamentals

- ROI Methodology overview and business applications
- The ROI Process Model and evaluation levels
- Aligning ROI with organizational goals and strategies
- Stakeholder analysis and needs assessment

### Day 2: Data Collection and Analysis Techniques

- Designing effective data collection plans
- Quantitative and qualitative data collection methods
- Ensuring data integrity and credibility
- Introduction to data analysis and interpretation

### Day 3: Isolating Program Effects and Monetary Conversion

- Techniques for isolating program impacts
- Converting data to monetary values
- Identifying and measuring intangible benefits
- Cost categorization and tabulation



### Day 4: ROI Calculation and Forecasting

- Step-by-step ROI calculation process
- Benefit-cost ratio BCR analysis
- ROI forecasting and predictive models
- Sensitivity analysis and risk assessment

### Day 5: Reporting and Implementing ROI

- Developing comprehensive ROI reports
- Effective presentation of ROI results to executives
- Strategies for implementing ROI in organizations
- Case studies and best practices in ROI application

## Practical Wins for Participants

- Ability to justify investments and demonstrate program value
- Enhanced decision-making skills for resource allocation
- Improved communication of results to stakeholders
- Increased credibility in proposing and evaluating business initiatives

