



# Return On Investment Basics (ASTD Training Basics)

*Patricia Pulliam Phillips, Jack J. Phillips*

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ROI Basics aims to provide this baseline understanding to both novice and experienced learning and performance practitioners. The book carefully walks the reader through the ROI process from the planning stage, to the selection of appropriate programs, to the collection of data, and finally to the mathematical calculations that determine ROI. In addition, the book includes two important chapters often overlooked in the ROI process-communicating results and integrating ROI into an organization's workplace learning and performance processes. Like all the books in ASTD's Training Basics series, ROI Basics provides dozens of interactive tips, tools, and exercises along the way to encourage immediate application and promote understanding of the material presented.

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