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For Immediate Release

# **Show Me the Money**

## **How to Determine ROI in People, Projects, and Programs**

### **By Jack J. Phillips & Patricia Pulliam Phillips**

“Show me the money.” There’s nothing new about the statement, especially in business. Organizations of all types want value for their investments. What *is* new is the method that organizations can use to get there. This book presents an approach that both evaluates the value that organizations receive for investing in programs and projects, and it develops data to improve those programs.

From IT to HR, from boardroom to shop floor, increased accountability for achieving high-value results for new initiatives is increasing in every organization and department. Now the world’s leading experts on ROI distill their years of experience and research into proven step-by-step tools for determining the value of any project before, during, and after implementation. Jack and Patricia Phillips even show how to measure and place value on intangible qualities like leadership, creativity, customer loyalty, employee engagement, and more.

*Show Me the Money: How to Determine ROI in People, Projects, and Programs* provides a comprehensive and comprehensible system so business leaders, analysts, and consultants can make the case for their projects and get buy-in at the beginning, refine them during development, and communicate the ultimate results to all stakeholders once the projects are completed.

Building on a tremendous amount of experience, application, practice, and research, Jack and Patricia Phillips draw upon the work of many individuals and organizations, particularly those who have been reaching the ultimate levels of accountability using the ROI Methodology. Developed in an easy-to-read format and fortified with examples, tips, and checklists, this will be an indispensable guide for those who seek to understand accountability issues.

***More...***

**Jack J. Phillips** is chairman of the ROI Institute. He is the author, coauthor or editor of more than forty books and is the series editor of the ASTD In Action casebook series and Butterworth-Heinemann's Improving Human Performance series.

**Patricia Pulliam Phillips** is CEO of the ROI Institute. She is the coauthor, with Jack Phillips, of many books, including Return on Investment Basics, The Human Resources Scorecard, and ROI at Work.

***Show Me the Money: How to Determine ROI in People, Projects, and Programs***

**By Jack J. Phillips & Patricia Pulliam Phillips**

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## **Praise for Show Me the Money**

*“**Show Me the Money** answers the accountability questions for any program, project, or meeting. In our industry, meeting professionals must prove the value of their endeavors. The ROI Methodology detailed in this book provides a comprehensive method for showing the monetary success of meetings or events—or any program in any organization—using concrete measures in terms that any businessperson can understand.”*

—Deborah Sexton, President and CEO, Professional Convention Management Association

*“**Show Me the Money** is a great resource; I wish I had had it available to me when I was Chief Information Officer (CIO) of Qualcomm, Inc. Any CIO faced with upgrading business systems knows the result is usually very different than the original proposal. **Show Me the Money** provides a clear understanding of how to forecast and measure the value of a project before it is developed and implemented. CIO’s joke amongst themselves that “CIO” stands for “Career Is Over”; Jack & Patricia Phillips’ book can help ensure that we keep our careers. Many thanks!!”*

— Jan Dehesh, Former Vice President/CIO Qualcomm, Inc., CEO, Dehesh International, Inc.

*“Jack and Patti Phillips have developed the standard for determining ROI. With a step-by-step approach to calculating return on investment and examples drawn from various fields and industries, this book gives you the tools to confidently support and evaluate any marketing program with your top executives.”*

— Paula Crerar, VP of Marketing, nTAG Interactive

*“**Show Me the Money** is just the medicine the doctor ordered if you are a training practitioner--or other decision-maker--called upon to justify your training and other performance improvement efforts. The book provides practical guidance on a topic that many find as easy as rocket science to understand--that is, showing the value in evaluation. You need this book!”*

— William J. Rothwell, Ph.D., SPHR, Professor, The Pennsylvania State University, President, Rothwell & Associates, Inc., and Author, Co-author, Editor or Co-Editor of 59 books on HRD, training, or Organization Development

*“Speaking from 24 years of experience in HR, by reading **Show Me the Money**, you will gain respect from and add value to your organization by generating more revenue. In this book, Jack and Patti share their rigorous research results and practical experiences to provide a step-by-step approach for how to measure ROI. **Show Me the Money** is an absolute must-have for these wanting to lead their organization to success.”*

— Sue Huang Ph.D, State of Colorado, Total Compensation Strategist, Central States Compensation Association, President

*“**Show Me the Money** is a must read for any function head or decision maker. It details how to measure the value of any project (including IT and strategic technology initiatives) in an easy-to-format. In today’s economy, accountability is the rule, not the exception. Showing value is imperative, and this book teaches anyone how to do that.”*

— D. Brian Roulstone, CIO/CTO, Bisk Education, Inc.

**More...**

*“Jack and Patti Phillips have helped countless businesses figure out what’s best for their bottom lines. Their methodology is credible and robust. Their credentials are impeccable. And they are truly great communicators – which makes their messages even more powerful. When iDNA was looking for a way to measure results for its communications events, we learned that there was nothing that remotely compared to the Phillips ROI Methodology. It’s a transformative methodology for businesses. We believe in it so strongly, we have built information systems specifically to support ROI for our clients.”*

— James J. McNamara, Chairman & CEO, iDNA, Inc