

# Access to Experts



**Patti P. Phillips, Ph.D.** , Distinguished Principal Research Fellow , The Conference Board , President & CEO , ROI Institute, Inc.

Dr. Patti Phillips is president and CEO of the ROI Institute, Inc., the leading source of ROI competency building, implementation support, networking, and research. A renowned expert in measurement and evaluation, she helps organizations implement the ROI Methodology in 50 countries around the world.

Since 1997, following a 13-year career in the electric utility industry, Phillips has embraced the ROI Methodology by committing herself to ongoing research and practice. To this end, she has implemented ROI in private sector and public sector organizations. She has conducted ROI impact studies on programs such as leadership development, sales, new-hire orientation, human performance improvement, K-12 educator development, and educators' National Board Certification mentoring.

Phillips teaches others to implement the ROI Methodology through the ROI Certification process, as a facilitator for ASTD's ROI and Measuring and Evaluating Learning Workshops, and as professor of practice for The University of Southern Mississippi Gulf Coast Campus Ph.D. in Human Capital Development program. She also serves as adjunct faculty for the UN System Staff College in Turin, Italy, where she teaches the ROI Methodology through their Evaluation and Impact Assessment Workshop and Measurement for Results-Based Management. She serves on numerous doctoral dissertation committees, assisting students as they develop their own research on measurement, evaluation, and ROI.

Phillips's academic accomplishments include a Ph.D. in International Development and a master's degree in Public and Private Management. She is a certified in ROI evaluation and has been awarded the designations of Certified Professional in Learning and Performance and Certified Performance Technologist.

She, along with her husband Jack Phillips, contributes to a variety of journals and has authored a number of books on the subject of accountability and ROI, including *Survey Basics* (ASTD, 2013); *Measuring the Success of Coaching* (ASTD, 2012); *10 Steps to Successful Business Alignment* (ASTD, 2012); *The Bottomline on ROI* 2nd Edition (HRDQ, 2012); *Measuring Leadership Development: Quantify your Program's Impact and ROI on Organizational Performance* (McGraw-Hill, 2012); *Measuring ROI in Learning and Development: Case Studies from Global Organizations* (ASTD , 2011); *The Green Scorecard: Measuring the ROI in Sustainability Initiatives* (Nicholas Brealey, 2011); *Return on Investment in Meetings and Events: Tools and Techniques to Measure the Success of All Types of Meetings and Events* (Elsevier, 2008); *Show Me the Money: How to Determine ROI in People, Projects, and Programs* (Berrett-Koehler, 2007); *The Value of Learning* (Pfeiffer, 2007); *Return on Investment Basics* (ASTD, 2005); *Proving the Value of HR: How and Why to Measure ROI* (SHRM, 2005); *Make Training Evaluation Work* (ASTD, 2004); *The Bottom Line on ROI* (Center for Effective Performance, 2002), which won the 2003 ISPI Award of Excellence; *ROI at Work* (ASTD, 2005); the ASTD In Action casebooks *Measuring ROI in the Public Sector* (2002), *Retaining Your Best Employees* (2002), and *Measuring Return on Investment* Vol. III (2001); the ASTD Infoline series, including *Planning and Using Evaluation Data* (2003), *Managing Evaluation Shortcuts* (2001), and *Mastering ROI* (1998); and *The Human Resources Scorecard: Measuring Return on Investment* (Butterworth-Heinemann, 2001). Patti Phillips can be reached at [patti@roiinstitute.net](mailto:patti@roiinstitute.net).

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