



# **The Bottom Line on ROI: Basics, Benefits, & Barriers to Measuring Training & Performance Improvement (Measurement in Action Series)**

*Patricia Pulliam Phillips*

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Most organizations spend less than 1% of their training budgets on measurement and evaluation, and this figure only covers post-program analysis. Yet to truly maximize the benefits of ROI, training and performance improvement programs should be measured throughout the planning and development process.

But before jumping on the ROI "bandwagon," you should first determine whether your organization is a candidate for ROI and also how to overcome the various barriers to ROI implementation. In *The Bottomline on ROI*, Patricia Phillips addresses these critical issues and more.

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