

Mastering Return on Investment (ROI): Evaluate, Improve, and Justify Your Investments.

SHOW THE VALUE OF WHAT YOU DO!



A close-up photograph of a person's hands and arms. The person is wearing a dark blue suit jacket and a gold-toned watch with a dark strap. They are sitting at a desk and typing on a laptop. The background is softly blurred, showing a white wall and a window. A semi-transparent teal overlay covers the bottom half of the image, containing white text.

Show the Value of What You Do

Learn how to measure and communicate the real impact of your projects. This hands-on training introduces the Phillips ROI Methodology, equipping professionals to evaluate outcomes, quantify benefits, and justify investments across training, HR, marketing, and finance initiatives. Turn results into evidence — and evidence into strategic value.



Who Should Attend

- CEOs, CFOs, and CHROs
- Senior managers and department heads
- Professionals in training and teaching
- Experts in marketing and project management
- Specialists in finance and performance evaluation

Learning Objectives

- Update internal processes on evaluation.
- Develop application and impact objectives.
- Develop data collection plans and select appropriate data collection methods.
- Use appropriate methods to isolate the effects of programs.
- Use appropriate methods to convert data to monetary values.
- Tabulate appropriate program costs.
- Calculate the ROI.
- Identify intangible benefits.

Learning Outcomes

By the end of this program, participants will be able to:

- Explain the purpose and value of measuring ROI in projects.
- Demonstrate how to set measurable objectives that link to ROI.
- Calculate ROI using standard formulas and real project data.
- Assess both tangible and intangible benefits of a project.
- Apply ROI Phillips Methodology to evaluate learning impact.
- Present ROI findings in a clear and persuasive way to stakeholders.

Training Modules

Module 1: Introduction & Readiness

- Workshop objectives & ground rules
- Key factors driving accountability
- Results-based training & ROI concepts

Module 2: ROI Model & Process

- Effective ROI criteria
- Levels of evaluation & ROI methodology
- Matching evaluation levels with objectives
- Measurement in learning and performance

Module 3: Evaluation Planning

- Planning overview & worksheets
- Hard vs. soft data
- Developing objectives (reaction, learning, application, impact)
- Evaluation strategy, baseline data, and plans

Module 4: Data Collection

- Collecting data during & after implementation
- Level 1 & 2 evaluation techniques
- Follow-up methods & questionnaire tips
- Action planning

Module 5: Data Analysis

- Isolating solution effects
- Converting data to monetary values
- Capturing costs & ROI calculation
- Identifying and valuing intangible benefits

Module 6: Reporting

- Reporting overview & case examples
- Target audiences & impact study outline
- Scorecards for results

Module 7: Implementation Issues

- Management influence & ROI dilemmas
- Implementation concerns & cost-saving approaches
- Key actions & setting evaluation targets

Program Information



DATES

January 7, 8, 14 ,15, 21, 22, 2026

Duration: 15 hours (6 sessions)



TIMING | MODALITY | LOCATION

Timing: 5:30 - 8:00 pm

Modality: In-person

Location: The Professional Training Center,
Campus of Innovation and Sports (CIS),
USJ, Beirut.



REGISTRATION

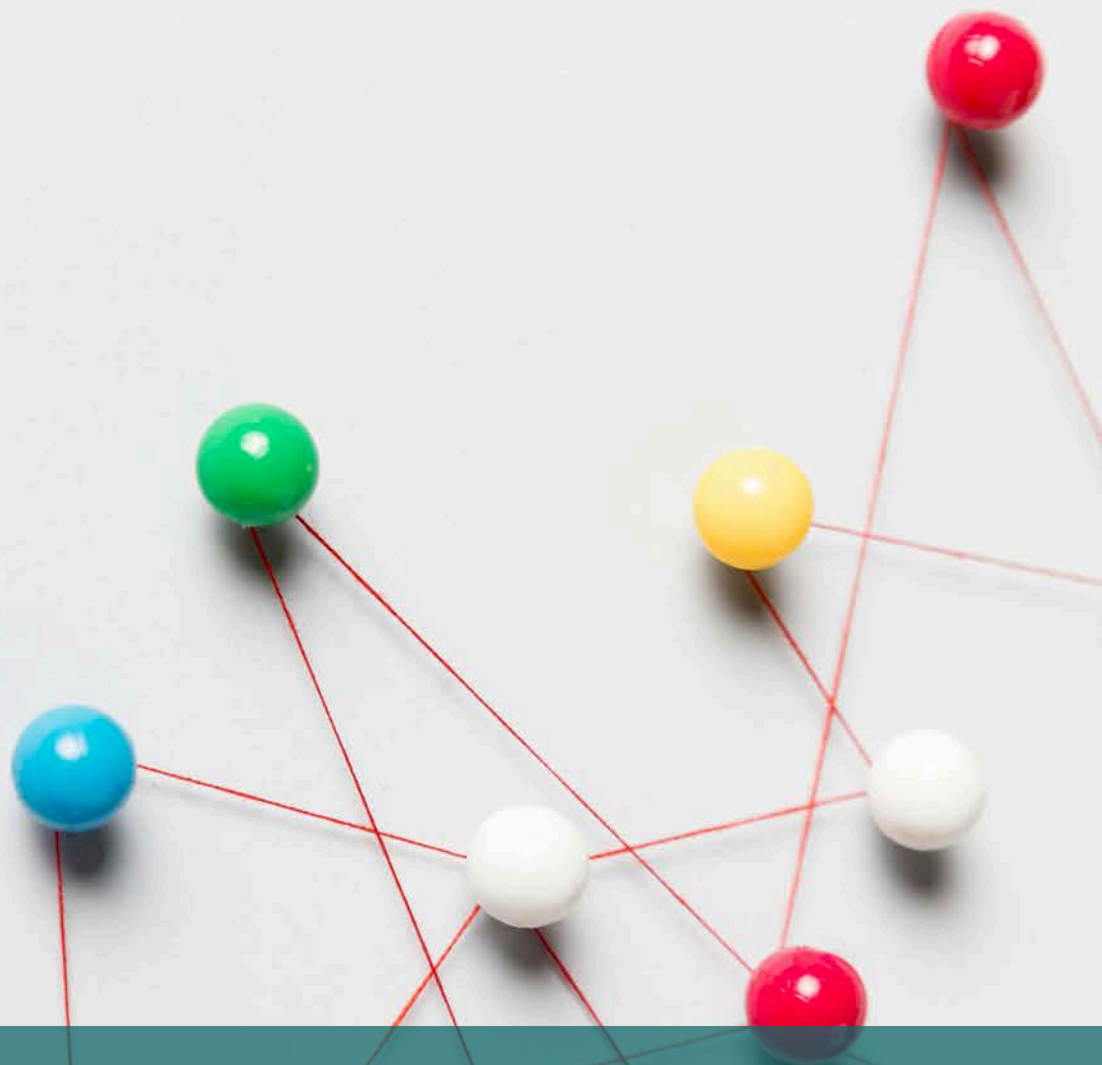
Deadline: December 26, 2025

[Click Here to Register](#)



FEES

\$390



Meet Your Trainer

DR. WAFAA HAIDAMOUS HALLASSOU



Dr. Wafaa Hallassou is an international consultant, trainer, and speaker with over 30 years of expertise in leadership, HR, ROI, and performance improvement. As the Founder and CEO of BCTS — Business Consultancy & Training Services, she has conducted more than 8,000 sessions across the globe. She holds an MBA and a Ph.D. in Economics, and is a Certified ROI Professional (CRP) and official ROI Institute partner. Accredited by TMSDI, The Coaching Academy, and Pearson, Dr. Hallassou is widely recognized for designing tailored learning solutions and has been honored with several distinctions, including Middle East Woman Leader 2024.

Contact

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