

Thinking Beyond ROI

Koreen Pagano
Director, Product Management, lynda.com
Author of *Immersive Learning*
@koreenpagano
<http://learningintandem.com>

ROI

Return on Investment

\$ → Training → \$\$\$

not
BIG
data

Return on Investment

What do you want in return?

More money

Less cost

What's a P&L?

Sample Company, Inc.
Sample Profit & Loss Statement
August 1-31, 2010

Operating Revenue	
Product sales	\$12,000
Service sales	\$3,000
Total Operating Revenue	\$15,000
Operating Expenses	
Cost of goods sold	\$7,000
Gross Profit	\$8,000
Overhead	
Rent	\$1,500
Insurance	\$250
Office supplies	\$150
Utilities	\$100
Total Overhead	\$2,000
Operating Income	\$6,000
Other Income (Expenses)	
Loan interest	(\$500)
Earnings Before Income Taxes	\$5,500
Income Taxes	\$500
Net Earnings	\$5,000



Cost

Revenue

Profitability

**Metrics
that
DON'T
matter.**



Time in training.

**Courses
completed.**

Passing scores.

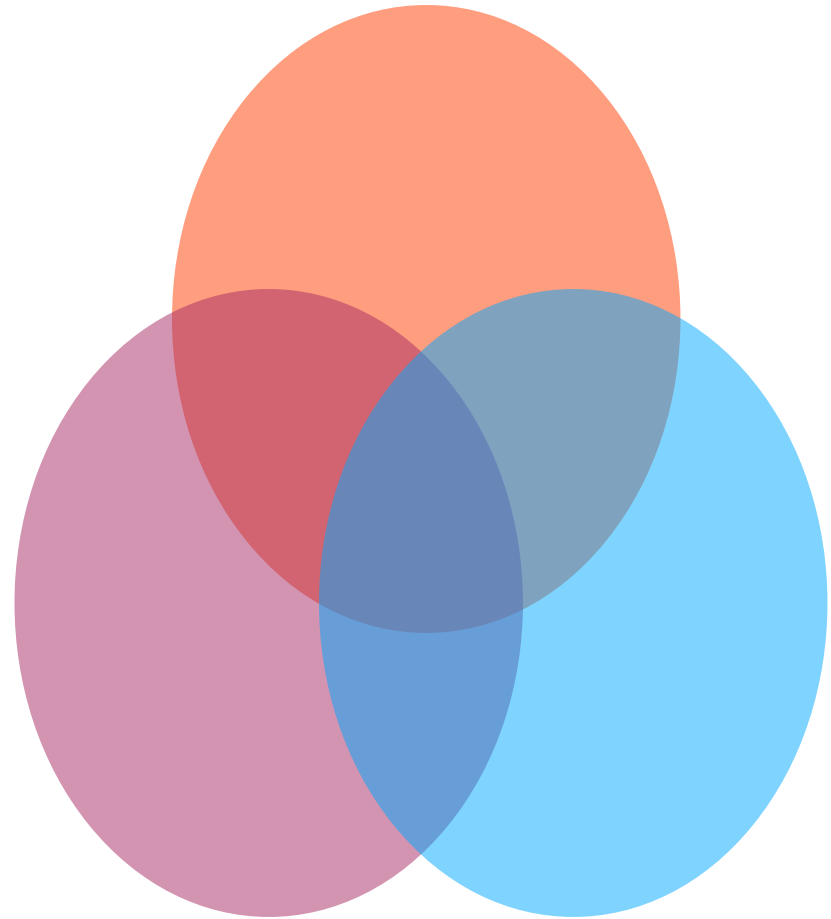
Number of attempts.

What do you value?

Fast.

Cheap.

Good.







Who Are
you?



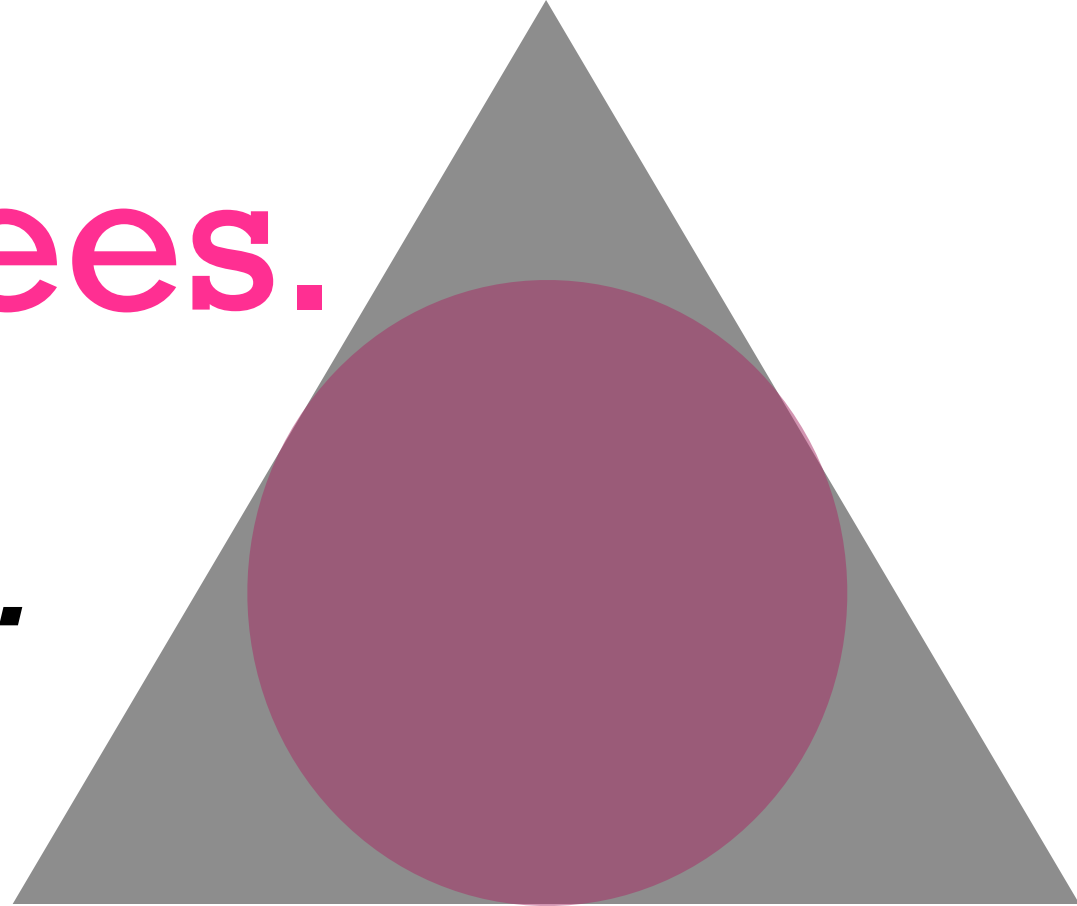
80% common
business success
metrics.

20% **snowflake**
metrics.

Stakeholders.

Employees.

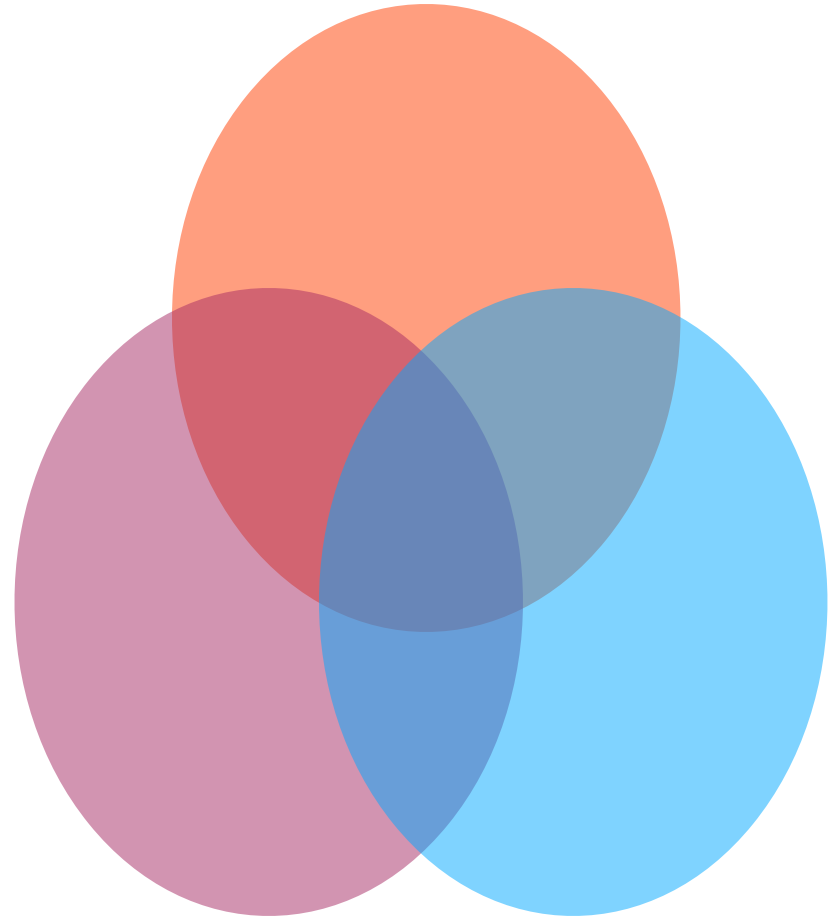
Customers.



Fast.

Cheap.

Good.



**I'M ONLY
RESPONSIBLE
FOR WHAT
I SAY
NOT FOR
WHAT YOU
UNDERSTAND.**

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**WATCH &
LEARN**
webcasts **atd**

What is the
business problem

You're trying to
SOLVE?

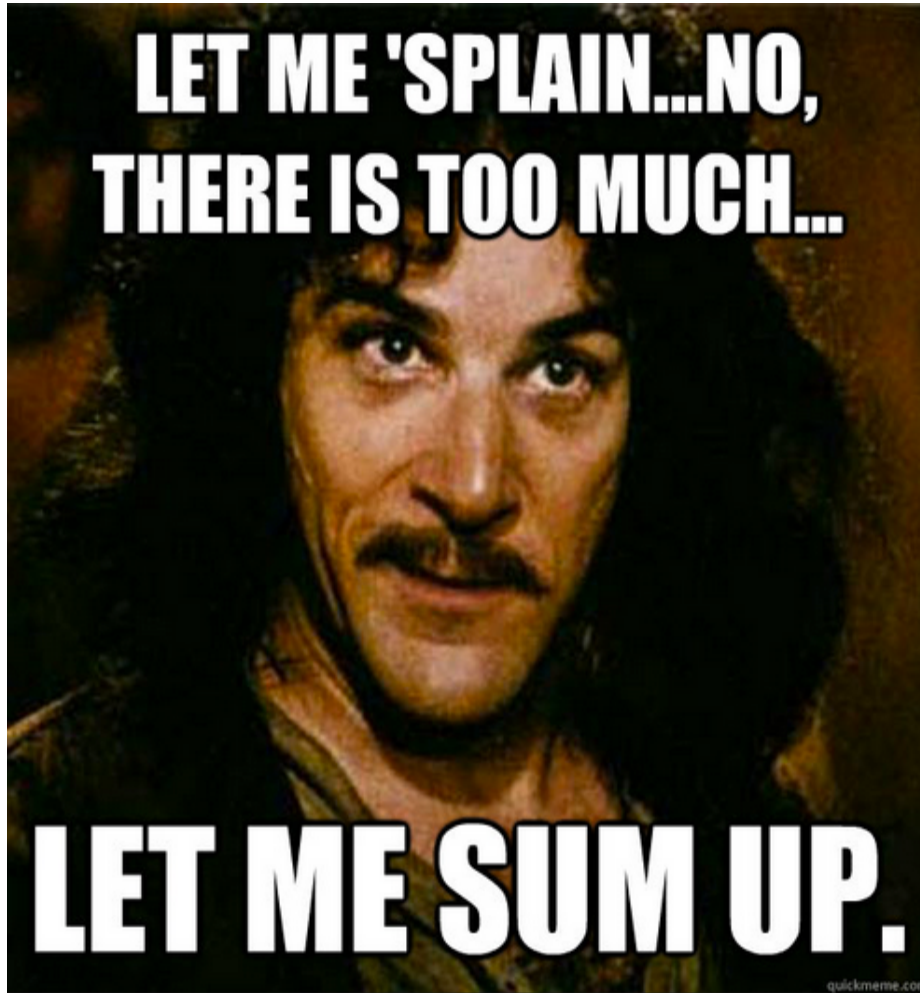
Hint: This is where you do some work.

For each person...

How do you **measure**
success?

Performance metrics.

**Not
learning
*metrics.***



Learning metrics should match business metrics.

Know what kind of snowflake you are.

Speak the language of the business (metrics that matter).



Thank you.



@koreenpagano

koreen@lynda.com

www.learningintandem.com

www.lynda.com

My book!

