

## ROI Institute Announces 2021 Award Winners

**Birmingham, Alabama May 19, 2022 ([IssueWire.com](https://www.issuewire.com))** - The ROI Institute Awards Selection Committee is excited to announce the recipients of the 2021 ROI Institute Awards. The ROI Institute Awards Program recognizes the outstanding application of, and support for, the ROI Methodology® and honor the individuals and organizations for exceptional work in measurement, evaluation, and analytics.

“We were impressed by the submissions and nominations for the 2021 awards cycle,” said Dr. Patti P. Phillips, CEO of ROI Institute. “Despite the challenges of the past year, practitioners continued to contribute to ROI Methodology globally. We appreciate their dedication to measurement and evaluation.”

The amount of outstanding work submitted made it challenging to choose a single winner for each category. Subsequently, there are multiple awards presented in two categories (Best ROI/Impact Study and Most Innovative Approach to ROI), and a new category has been created (Social Impact).

“These award recipients are part of the global community of ROI Methodology users,” said Dr. Jack Phillips, chairman of ROI Institute. “They have put months of hard work into implementing the ROI Methodology, and we applaud their time, effort, and success. We are so proud of them.”

“Many of these awards were for activities and programs conducted during the pandemic,” explained Ann Akins, president of ROI Institute. “We really appreciate these efforts during this most stressful period.”

### 2021 Award Winners

#### Best Impact/ROI Study

Hundreds of studies are conducted each year. This award recognizes the study that best describes the current use and application of the ROI Methodology. This award is not necessarily for the study that shows the highest ROI – the winning entry could be a negative ROI.

This year, the Best Impact/ROI Study award is divided into two categories: business and government. In the Business category, the award is presented to First Advantage for a comprehensive study on leadership development. In the Government category, the award is presented to Rory O’Brien for the evaluation of the Army Ranger Course as part of Ranger School.

**Business:** Deborah Masak (Vice President, Global Talent and Inclusion, First Advantage), Steven Simmons (Director, International Learning and Development, First Advantage), and Santosh Vasudevan (Global Learning and Development Coordinator, First Advantage) – United States; *Empowering Managers and Building Leaders: Global Screening Tech*

**Government:** Rory O’Brien (Chief, Program Evaluation Office, Maneuver Center of Excellence, Fort Benning, US Army) – United States; *Airborne and Ranger Training Brigade: Ranger Course Evaluation*

## Best ROI Forecast

This award recognizes individuals who have conducted ROI forecasts prior to implementing a project, program, or initiative. This is an important trend. This year, the winning submission was provided by Fred Baker who forecasted the redesign of a legacy course quality certification program in higher education using the ROI Methodology.

**Fred Baker (Project Manager and Consultant, Integrated Human Consulting) – United States; *Course Quality Assurance and Certification Redesign Process***

## Best Research

This award recognizes individuals who have conducted important research about the use of ROI and the effectiveness of the ROI Methodology. The 2021 award is presented to The Conference Board for their comprehensive research into DEI and focusing on the impact of these initiatives.

**Human Capital Center, The Conference Board – United States; *The ROI of Inclusion Tool Kit: Designing Diversity, Equity, and Inclusion (DEI) Initiatives for Business Results***

## Best Published Case Study

Case studies are important for teaching lessons learned and best practices about the success (or lack of success) of a particular project. This award recognizes the case study that best educates and supports professionals who are implementing the ROI Methodology. The case study has been published or accepted for publication. This year's winning submission provides an excellent example of leadership development in a healthcare system bringing important change to the organization.

**Bette Kidane (System Director, Enterprise Learning and Personal Development, SCL Health/Intermountain Healthcare) and Rashel Rogers (Leadership Development Consultant, Root, LLC) – United States; *SCL Health Leaders Give 110% - An ROI Case Study in Leadership Development***

## Best Practice Implementation

This award recognizes individuals or organizations for the results achieved through the successful, enterprise-wide implementation of the ROI Methodology. Implementation strategies must describe successful practices used across all phases of implementation, including evaluation planning, data collection, data analysis, and communication results.

The 2021 award is presented to Blue Cross and Blue Shield of North Carolina for an excellent implementation headed up by Adri Maisonet-Morales (Vice President, Enterprise Learning and BlueU). For the past few years, she has had a relentless focus on connecting learning and development to the

business and developing the capability to implement ROI in her organization.

## **Blue Cross and Blue Shield of North Carolina – United States**

### **Most Innovative Approach to ROI**

This award is given to the individual or organization that shows the most creativity in the implementation of, and support for, the ROI Methodology. Innovation can occur in data collection, analysis, or reporting, or it can involve creativity in getting others involved, using data, and building capability.

This year, the Most Innovative Approach to ROI award is divided into two categories: public sector and private sector. In the Public Sector category, the award is presented to Dr. Pete Fullerton for a unique study showing the impact and ROI of a campaign to attract investors to a city. In the Private Sector category, the award is presented to John Hack and Dawn Mahan for stretching the limit of using technology and soft skills training, showing that artificial intelligence provides effective coaching feedback.

**Public Sector: Dr. Burdette (Pete) Fullerton (Dr. Pete's Leadership Accelerator, LLC – United States**

**Private Sector: John Hack (CTO, Interflexion, Inc.) and Dawn Mahan, PMP (CEO, PMOtraining, LLC) – United States**

### **Best Published ROI Article**

One of the most effective ways to educate others and support the ROI Methodology is to write an article for publication. This award recognizes the article that best informs others about how to use and apply the ROI process. The 2021 award recipient is a team from Dubai that presented a novel idea of having a maturity model for benefits realization in projects using parts of the ROI Methodology.

**Dr. Amr Mossalam (Project Manager, Rail Sector, Roads and Transport Authority – Dubai) and Dr. Mohamed Taher Arafa (Chief Specialist, Roads and Transport Authority – Dubai) – United Arab Emirates; *Benefits Realization Management Maturity Model (BRM3) for Projects and Programs***

### **Best International Implementation**

This award recognizes individuals who work across country borders to promote the implementation of ROI. This can include consulting work, conference presentations, workshops, or all three areas. This year, the award is presented to Suzanne Schell for her effectiveness as a partner in Canada and her record of success in cross-border implementation.

**Suzanne Schell (CEO, ROI Institute Canada) – Canada**

## **ROI Practitioner of the Year**

This award recognizes the individual whose advocacy of the ROI Methodology has broadly influenced audiences and organizations on both an internal and external level. This individual is one who has demonstrated, through professional practice, sustained integrity to the process – often in the face of organizational barriers – the leadership ability to create, support, and champion opportunities for creating a results-based culture. The 2021 ROI Practitioner of the Year is Kaycee Buckley. For several years, Kaycee has demonstrated leadership in implementing and using ROI as a tool to connect projects and programs to the business.

**Kaycee Buckley (Director, Global Commercial Learning & Development, Core Diagnostics, Abbott) – United States**

## **Best Supply Partner**

This award recognizes an outstanding provider of services that are making a difference in the world. This supply partner has developed a case study to show the value of what they do. This year, the award is presented to HRDQ for their role as a well-known and successful supplier in the talent development field and for their relentless focus on ensuring their products and services deliver value to the customer (including impact and ROI).

**HRDQ – United States**

## **Social Impact**

This new award recognizes an outstanding person, project, or initiative that is making a social impact in the world. General Wesley Clark (retired) and the team at Renew America Together (RATO) are implementing this new program to find common ground among those with opposing political views. From the beginning of this important initiative, General Clark has focused on the importance of the impact that it can deliver. We applaud General Clark and the team at RATO for their critical work.

**Renew America Together (RATO) Civility Leadership Institute – United States**

Nominations are accepted on an ongoing basis, and applications can be submitted for up to three categories. For more information, a downloadable brochure, or to apply/nominate, please visit [www.roiinstitute.net/awards](http://www.roiinstitute.net/awards) or contact Kylie McLeod at [kylie@roiinstitute.net](mailto:kylie@roiinstitute.net).

## **About ROI Institute, Inc.**

ROI Institute, Inc., founded in 1992 as a service-driven organization, assists professionals in improving

programs and processes using the ROI Methodology® developed by Dr. Jack J. Phillips and Dr. Patti P. Phillips. This Methodology is the global leader in measurement and evaluation including the use of return on investment (ROI) in non-traditional applications. ROI Institute regularly offers workshops, provides consulting services, publishes books and case studies, and conducts research on the use of measurement and ROI. This makes ROI Institute the leading source of content, tools, and services in measurement, evaluation, and analytics. Working with more than one hundred ROI consultants, ROI Institute applies the ROI Methodology in 20 fields in over 70 countries. ROI Institute authors have written or edited over 100 books, translated into 38 languages. Organizations build internal capability with the help of the ROI Institute and its ROI Certification process. By successfully completing this process, individuals are awarded the Certified ROI Professional® (CRP) designation, which is respected by executives in organizations worldwide. For more information on ROI Institute, please contact [info@roiinstitute.net](mailto:info@roiinstitute.net) or visit [www.roiinstitute.net](http://www.roiinstitute.net).

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