

Friends Provident embraces ROI methodology

Interview in March 2008 with John Hutton, National L&D Manager, Friends Provident

In January of this year, John led his team through a two-day intensive internal workshop on the ROI methodology. He was directed to abdi and the methodology through the Financial Services Skills Council who hosted a workshop that John attended in October 2007.

Assessing sales training

Identifying the best up to date standards and practice in measurement of business impact and value was the culmination of over three years work in building up the professionalism of the sales training team at Friends Provident and working through improvements in the cycle of needs diagnosis, design, development, delivery and evaluation. 'The last piece in the jigsaw has been the need to build robust evaluation at all levels into our processes and practices'. John notes that 'while historically we always had good feedback, I knew we couldn't rely forever on that; we needed to have a professional approach to evaluation and assessment up to and including ROI.

Evaluation to level 5, return on investment

Following the in house tutoring with the team provided by Jane Massy of abdi, John has developed with the team targeted goals on a phased basis to have a full range of evaluation across all 5 levels by mid 2009. 'We have come up with a strategy which says that for each level we will measure a percentage of what we do - e.g. at level 1, we will assess 90% of all our solutions against our major training event criteria. At level 5, as part of our annual business planning process, from now on we will identify important named projects which we will evaluate to Level 5, ROI.'

Impact and value

As for the impact and value that implementing the methodology will bring to Friends Provident, John is in no doubt of the benefits already. 'In the first place, when we're working with our customers, bringing the focus on results into play means that from now on when we commit resources, by default we will make more of an impact. We intend within a short time to report in real terms increased value to the business, just by focusing on what business impact we want to deliver and measuring that effectively!'