

Ioan Morgan chooses abdi and ROI for Warwickshire College



The earliest adopter of the ROI Methodology in the FE sector, working with abdi to embed it in its work with employers, has been Warwickshire College.

Leading from the front on tracking impact has been its Principal and Chief Executive, Ioan Morgan, also a member of the UK Commission on Employment and Skills and former national chair of the prestigious 157 Group of Colleges

‘We’re very conscious of our brand. We’re told it’s strong, and for us a brand is a promise of high quality performance and cost-effective performance.

‘We first came to the Methodology,’ he says, ‘through work I’d seen done in the US, where there seems to be a more embedded ROI ethos amongst suppliers of training to companies.

‘What I intended to get out of it in my college was to validate our work with companies – put some science behind our assertions that we could make a difference.

‘At the point of our engagement with companies we like to make it clear that, if the parameters of success are met, one of our payoffs will be their support and advocacy.

‘Rolls Royce for instance has stood by us in discussions with other companies. We measure success by the number of iconic brands supporting us. The ROI methodology helps us with that.’

A key part of abdi’s work with Warwickshire College has been to train its key employer engagement staff in the ROI Methodology. Ioan Morgan has seen the impact of that, and wants to see it followed up nationally in the FE sector. ‘I have been asked to contribute to authoring the next generation of leadership courses for managers in the FE sector, and I intend to make sure that ROI is an integral part of that training.

‘ROI’, he told us, ‘is becoming embedded because it has synergy with many of the current approaches we’re pushing through, like *Lean*. And it helps us focus on what’s important to us – ensuring that we use our energy to focus on our core business and what has impact. It’s an ethos-changing change management tool for an organisation’.