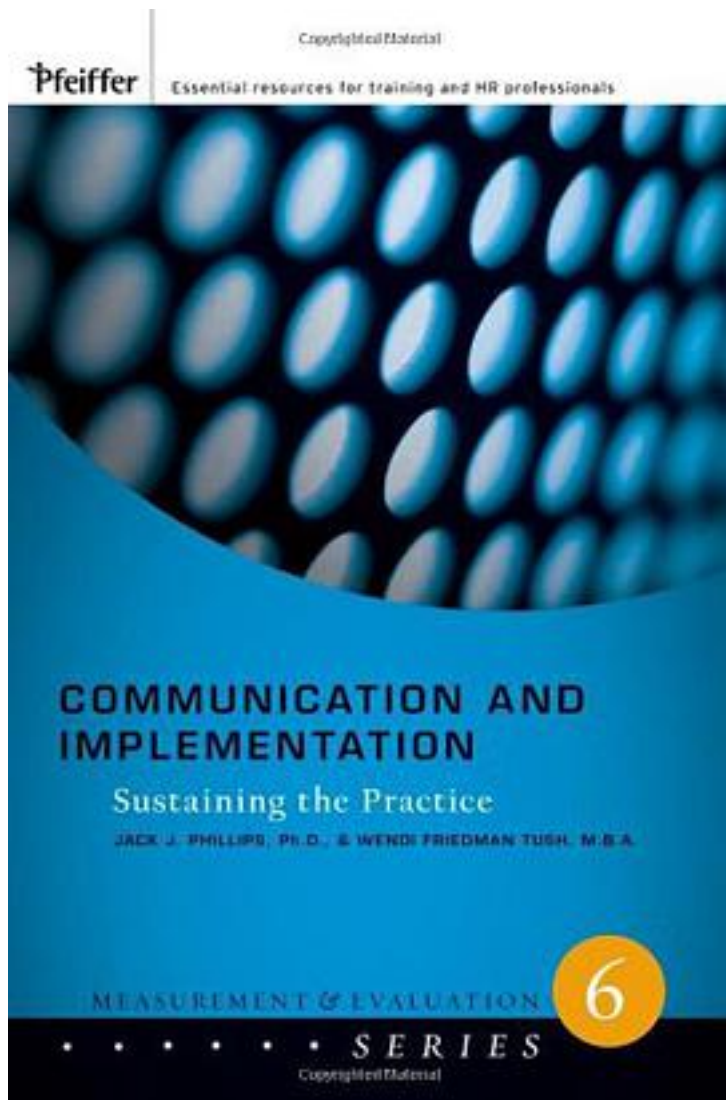


Communication and Implementation



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Communication and Implementation

Communication and Implementation is the sixth of six books in the Measurement and Evaluation Series from Pfeiffer. The proven ROI Methodology--developed by the ROI Institute--provides a practical system for evaluation planning, data collection, data analysis, and reporting. All six books in the series offer the latest tools, most current research, and practical advice for measuring ROI in a variety of settings.

Communication and Implementation explores two important topics that are vital to the ROI Methodology--reporting results and sustaining the process. The authors show how to report results that will ensure that the audience has the information needed so that the improvement processes will be implemented successfully. The book explores the range of reporting methods, including face-to-face meetings, brief reports, one-page summaries, routine communication, mass-audience techniques, and electronic communications. The authors offer suggestions for determining the best methods to employ. In addition, Communication and Implementation contains information on how to keep the ROI process going for the long haul and how to make it a valued process for any organization.

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