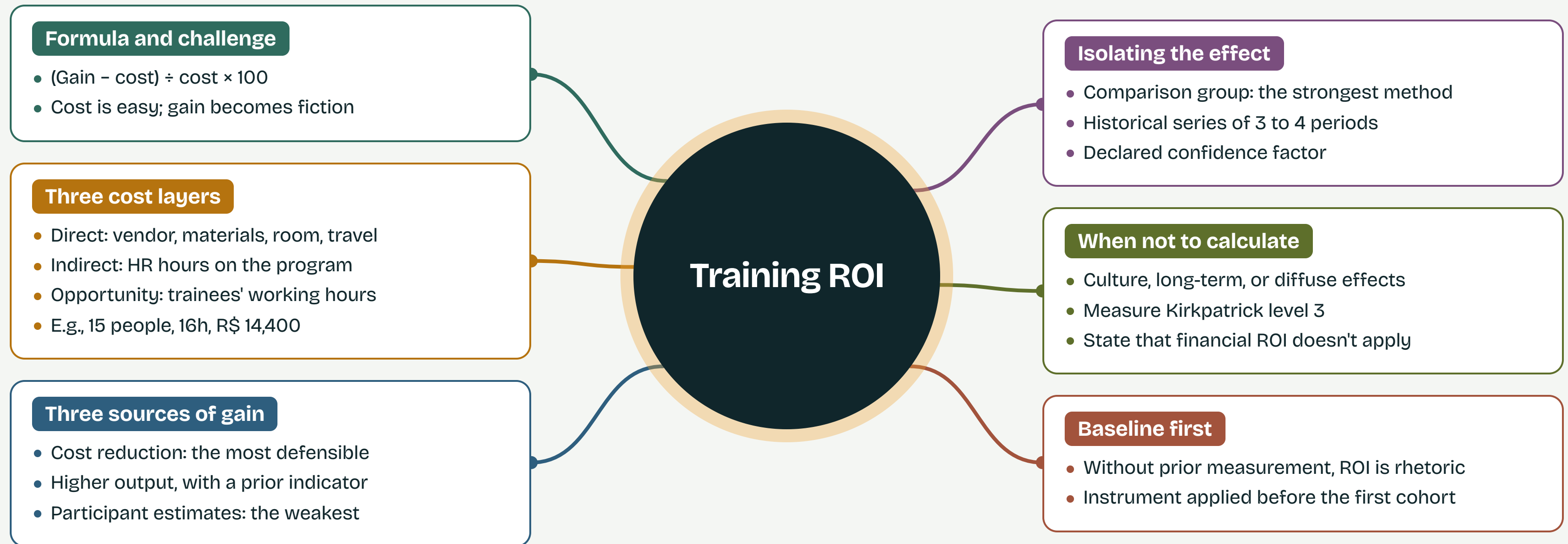


Training ROI: how to calculate it without making up numbers



Action plan

1

Measure the indicator before the first cohort starts

2

Add up direct, indirect, and opportunity costs

3

Estimate the gain, prioritizing cost reduction

4

Isolate the effect with a comparison group or historical series

5

Declare the confidence factor as an estimate

Key takeaway

ROI with stated assumptions persuades more than a round number with no source.