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Autore	Phillips Patricia Pulliam
Titolo	Value for money : how to show the value for money for all types of projects and programs in governments, nongovernmental organizations, nonprofits, and businesses // Patricia Pulliam Phillips, Jack J. Phillips, Gina Paone, and Cyndi Huff Gaudet
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Nota di contenuto	Intro -- Title Page -- Copyright -- Praise for Value for Money -- Foreword -- Preface -- Value is Changing ... -- Need for a New Approach -- The ROI Methodology: The Enhanced Logic Model -- We Can't Measure Our Way to Success -- Flow of the Book -- Acknowledgements -- Authors -- Chapter 1: The Value Evolution -- The Value Shift -- Why Now? -- Challenges Along the Way -- Final Thoughts -- Chapter 2: Six Ways to Show Value for Money -- Six Ways to Show Value for Money -- Barriers to Showing Value for Money -- Final Thoughts -- Chapter 3: Needed: An Enhanced Logic Model -- A Review of Models -- Concerns about Current Models -- How Does Your Current Model Stack Up? -- Requirements for the Value for Money: A Measurement Process -- ROI Methodology -- Terminology: Projects, Solutions, Participants -- Final Thoughts -- Chapter 4: Introducing the ROI Methodology -- Types of Data -- The Initial Analysis -- Using Design Thinking to Deliver and Measure Results -- The ROI Process

Model -- Operating Standards and Philosophy -- Implementing and Sustaining the Process -- Benefits of This Approach -- Final Thoughts -- Chapter 5: Start with Why: Align Programs with the Business -- Impact Measures are Critical -- The Challenge -- The Alignment Model -- Payoff Needs -- Business Needs -- Final Thoughts -- Chapter 6: Make It Feasible: Select the Right Solution -- Performance Needs -- The Performance Dialogue -- Use Analysis Techniques -- Learning Needs -- Preference Needs -- Matching Solutions to Needs -- The Matrix Diagram -- Selecting Solutions for Maximum Payoff -- Final Thoughts -- Chapter 7: Expect Success: Design for Results -- The Power of Expectations -- Defining the Success of Programs -- Designing for Results at Each Level -- Developing Objectives at Multiple Levels -- The Power of Objectives -- Defining Roles and Responsibilities -- Planning the Evaluation. Final Thoughts -- Chapter 8: Make It Matter: Design for Input, Reaction, and Learning -- Communicating with Results in Mind -- Changing the Role of Participants -- Creating Expectations -- Think ROI -- Design Input for Results -- Design Reaction for Results -- Design Learning for Results -- Data Collection for Input, Reaction, and Learning -- Timing of Data Collection -- Final Thoughts -- Chapter 9: Make It Stick: Design for Application and Impact -- Data Collection for Application and Impact -- Monitoring Business Performance Data -- Selecting the Appropriate Method for Each Level -- Timing of Data Collection -- Built-In Application Tools -- Involving the Participants' Manager or Significant Other -- Final Thoughts -- Chapter 10: Make It Credible: Isolate the Effects of the Program -- The Importance of Pinpointing the Contribution -- Preliminary Issues -- Quantitative and Research Isolation Methods -- Qualitative Isolation Methods -- Select the Method -- Final Thoughts -- Chapter 11: Make It Credible: Convert Data to Monetary Value -- The Importance of Monetary Value -- Key Steps in Converting Data to Money -- Standard Monetary Values -- When Standard Values are Not Available -- Selecting the Technique -- Final Thoughts -- Chapter 12: Make It Credible: Identify the Intangibles -- Why Intangibles are Important -- Measuring and Analyzing Intangibles -- Final Thoughts -- Chapter 13: Make It Credible: Capture Costs of the Program and Calculate ROI -- The Importance of Costs and ROI -- Fundamental Cost Issues -- Specific Costs to Include -- Cost Tabulation in Action -- The ROI Calculation -- Other ROI Measures -- Final Thoughts -- Chapter 14: Tell the Story: Communicate Results to Key Stakeholders -- The Importance of Communicating Results -- Principles of Communicating Results -- The Process for Communicating Results. Step 1: Analyze Reason for Communication -- Step 2: Plan for Communication -- Step 3: Select Audience -- Step 4: Develop Reports -- Step 5: Select Media -- Step 6: Present Information -- Step 7: Analyze Reaction -- Final Thoughts -- Chapter 15: Optimize Results: Use Black Box Thinking to Increase Funding -- Process Improvement is the Key: Black Box Thinking -- Making Adjustments in Programs -- The Timing of Changes -- Increasing ROI -- Influencing Allocation -- Final Thoughts -- Chapter 16: Forecast the ROI -- The Importance of Forecasting ROI -- The Trade-Offs of Forecasting -- Pre-Program ROI Forecasting -- Forecasting with a Pilot Program -- ROI Forecasting with Reaction Data -- Forecasting Guidelines -- Final Thoughts -- Chapter 17: Make It Work: Sustaining the Change to a Results-Based Process -- Overcoming Resistance -- Assess the Climate -- Develop Roles and Responsibilities -- Establish Goals and Plans -- Revise Guidelines and Procedures -- Prepare the Team -- Initiate ROI Studies -- Prepare the Management Team -- Remove Obstacles -- Monitor Progress -- Final

Thoughts -- References -- Appendix A -- Appendix B -- Appendix C  
-- Index -- End User License Agreement.

Sommario/riassunto

In a step-by-step process, the book shows how to measure the success of projects and programs, how to forecast the value of the project, and how to collect data during and after project implementation. -- Edited summary from book.