

What ROI might we expect?



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A program like this, done right, can create a lot of value.

A recent client wrote me this:

"Mark has done great work for Vinci Energies opening up technical engineers to the idea of engaging positively with customers, which is no mean feat. Adding sales skills by stealth. The customer centric approach was applied to great effect by our technical team working for a large player in the Nuclear sector, turning a small casual account into a major long term multi-million pound strategic partner."

— Andrew Hunter, Director

My programs and consulting have resulted in plenty of testimonials and positive comments - you can download my '[Client Impact](#)' PDF [here which contains case studies and testimonials](#).

Of course it's a challenge to calculate accurately an ROI on a program like this. But if we can work together to get close, then it could open your eyes to the potential for a program like this. By the way, this technique I'll walk you through might even be useful for you to use with your own clients to help them explore value.

I'll offer two ways to consider value for now:

ROI Approach 1: Top performer benchmark

Consider a 'top performer' in your team. Bring one to mind. Consider that they have proven what's possible in terms of performance *right now in your current environment (which is important to note)*. Now consider the value to your team or business if everyone in the team closed the gap on this person. Of course, this assumes that this person won't stretch and improve their performance, but they probably will. So now consider that they increase their performance by, say, 5-10% (or pick whatever percentage you believe is realistic). Now look at the value to your business if everyone in the team hit that level.

Can you do the maths to put a potential figure on that?

How would that value play out over 2-3 years for the business?

What if it improved further still?

What if you achieved even just 75% or 50% of that? What's most believable to you? Would it be reasonable to aim for that?

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ROI Approach 2: The value of a measurable shift

Here's another way to consider it:

If there was one measure above all others that you'd like to see increase as a result of this program, what would it be? What one scale are you wanting to invest in increasing for your business?

Give the scale a name.

Your value scale

OK, where is the measure currently at? (If it's hard to measure, consider a 1-10 scale and make your best guess, with your team, as to where things are at.) You could mark it on this page.

And where do you realistically hope it to be as a result of this program? Mark it being as realistic as you can and get agreement with your colleagues.

What is the value of that increase to your business?

Try to get a number on it, monetary if possible, or whatever measurably shows you 'value'.

Finally, value doesn't exist as a single snapshot in time. A well trained up team should continue to deliver value and even increase it over a number of years. Your team should also have become fast learners if they follow my program.

So what would the value to the business be over a reasonable 2-3 year period?

If you've done this with some consideration, you should be aware that most people are not performing anywhere near as efficiently and effectively as they could be. Many people have lazy habits and do things in a way that perhaps once worked and doesn't any more. Working through these thought processes should give you an idea that investing in your team's performance improvement is worthwhile, should give them an edge over your competition and result in a worthwhile return.

Get in touch to explore what sort of program would fit you.