

# Grappling with ROI

## While Growing Jobs in the Local Economy

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Is it an  
Upward Trend?

What's the  
Return on Our  
Investment?

Would have the  
Jobs been created  
without my  
assistance?

# 6 New Jobs

What's the **Job Quality**?

(only 2 had any positive effect on  
**ROI!**  
the economy)

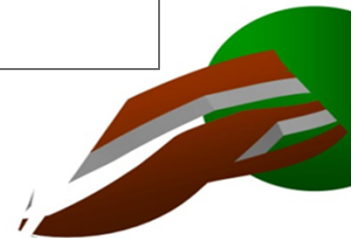
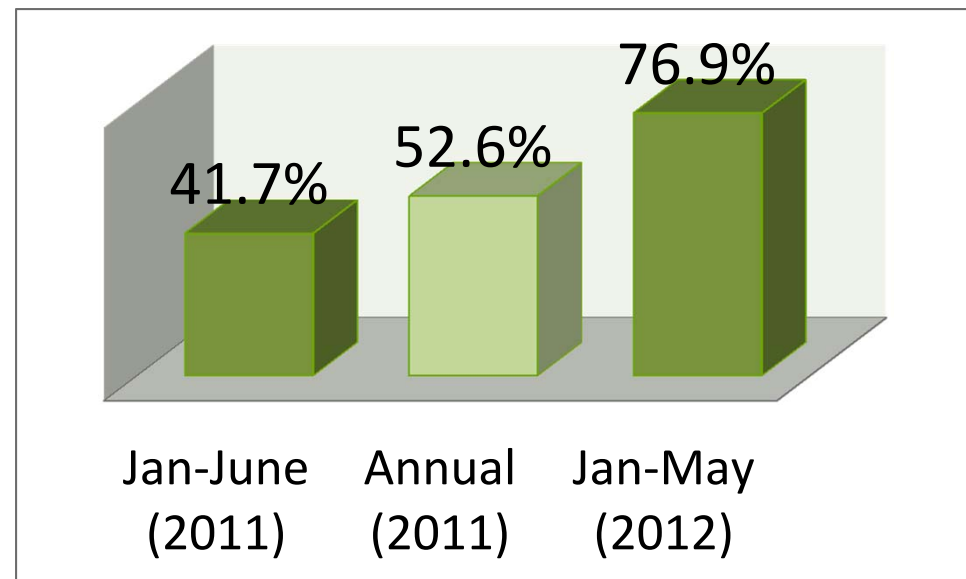
How much  
Effort  
did it take?

Are the  
Metrics Accurate?



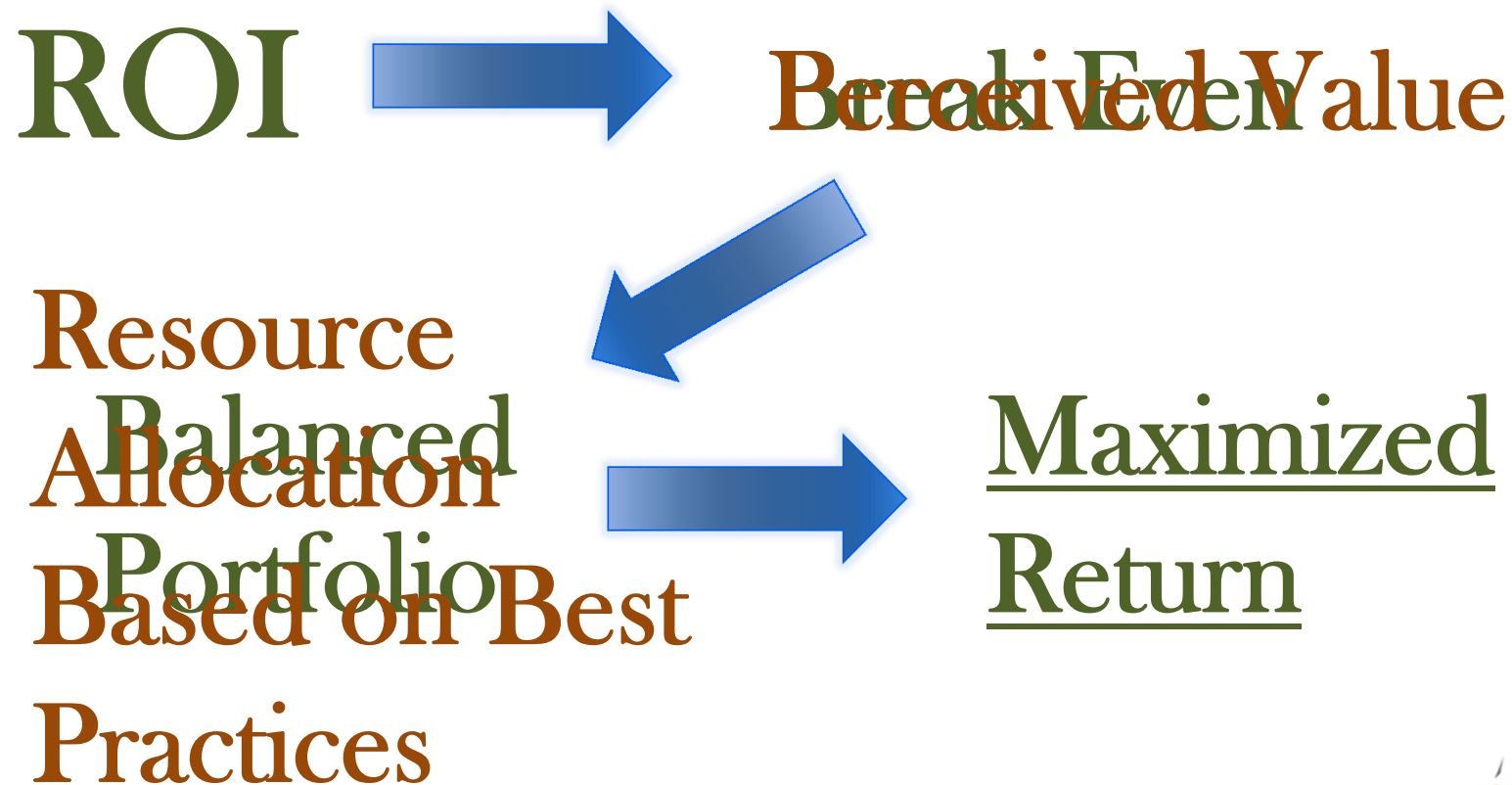
# Return On Investment (ROI)

- At 6 months only 42% of my reported impact had resulted in a lasting contribution to the economy



# What's a Service Worth?

- Direct cost with no direct (quantifiable) benefit



# Process Oriented Goaling

The process of maximizing ROI through efficient and effective goals

1. Clearly established objectives
2. Appropriate metrics
3. Goals are based on controllables



# Controllables

## What I can do to have impact

### Tooele Center

- 32% of clients will not have a return visit
- It takes 9.11 sessions to see positive impact
- It takes 10.49 hours to see positive impact

#### Best Practices

- Numbers of days (89.79) is the highest correlated factor to impact

### Logan Center

- I Can't control how many jobs are created
- 29% of clients will not have a return visit
  - It takes 5.05 sessions to see positive impact
  - It takes 11.82 hours to see positive impact
- but I can control how I allocate my time and resources

#### Best Practices

- 62% of clients who have 4 or more counseling sessions will have some form of positive impact



# 12 New Jobs

(only 2 *don't* have significant positive effect on the economy)

