Measuring the Success of Organization Development: Measuring the Success of Organization Development

By Jack J. Phillips,Dr Lizette Zuniga,Patricia Pulliam Phillips

Viva Books Private Limited, 2015. Softcover. Book Condition: New. Description: Measuring the Success of Organization Development: A Step-by-step Guide for Measuring lmpact and Calculating ROI, by Patricia Pulliam Phillips, Lizette Zuniga, and Jack J. Phillips, examines the strategic role of organizational development (OD), explains the reasons for measuring OD efforts, and proposes a framework for measuring effectiveness. Ultimately, OD practitioners will be able to determine how particular OD interventions correlate with business results; determine areas for investments, modifications, and cessation; justify budget allocations; and be more accountable for how money is spent within their organizations. You?ll learn how to: ? Make the business case for OD. ? Take the steps to accurately measure the impact of your OD programs. ? Develop, implement, and maintain successful OD programs. Part I of the book explains the concept of ROI and outlines the steps to ensure accurate measurement of the effects of OD programs. Part II consists of case studies that show ?evaluation in action,? providing a conceptual framework and workable suggestions for developing, implementing, and maintaining programs for measuring success in OD programs. Contents: Preface PART I: The ROI Methodology: A Credible Approach to Evaluating Your OD Interventions Chapter 1: Organization Development:...

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