

Patti and Jack Phillips, Recipients of ATD's Talent Development Thought Leader Award, Announce their New Book

# Show the Value of What You Do: Measuring and Achieving Success in Any Endeavor

Berrett-Koehler Publishers

Sometimes the value of the work you do, the projects you undertake, or the initiatives you tackle is unclear. In this era of evidence-based inquiry, value needs to be credible, accurate, and compelling.

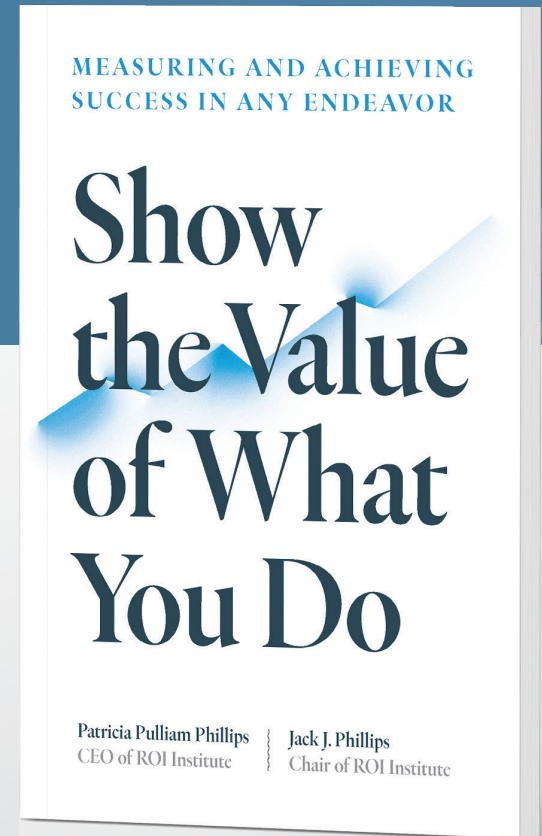
## **Show the Value of What You Do: Measuring and Achieving Success in Any Endeavor**

describes six steps to measure and improve the success of any project, program, initiative, or work effort. The Show the Value Process is logical, credible, and easy to use. It provides a way of thinking about your work and the projects you pursue. It offers a way for you to design work and deliver success so that others appreciate the value you contribute.

Patti and Jack's newest book on measurement, evaluation, and ROI will change the way you approach any type of work. Applying the book's concepts will help ensure that you do the work you need to do and deliver the value that matters most.

To learn how you can build capability in the Show the Value Process, visit [www.roiinstitute.net/show-the-value](http://www.roiinstitute.net/show-the-value) or contact us at [info@roiinstitute.net](mailto:info@roiinstitute.net).

**ROI** INSTITUTE®



*Order your copy of **Show the Value of What You Do** today!*