

# Calculating ROI for European Small and Medium-Sized Enterprises

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A 30-minute presentation at the conference:  
E-Learning Quality and Return on Investment for Small and Medium-Sized  
Enterprises in Lisbon, Portugal, November 13th, 2007.



Hello!

I am "Miss"

2 years old

Pointer

I am hunting birds

Learned it at school

2 years educational  
program

Invest 100euro in a new machine -

Of course,

You will expect a return on your investment

And you will calculate how much

You will calculate the return of investment (ROI)

Send your staff on a course -

What do you do?

Just pay for an interesting course,  
or

Wonder what the employee learned?

or

Ask "How was the course?"

What will you expect in return for the money  
spent on the course?

Do you expect answers like:

Thanks for a nice weekend

Fantastic course. The evenings were outstanding

What a course!! Who was the guy who lectured something about net-earnings?

Whoaww - I need a day off -

What was this course about? Good to be back in office again!

Instead,

Before ordering the course for your staff,  
ask the the question:

What do my company  
get back from all the costs spent on the course?



It is my birds!

Question 1:

What is the return for the company on invested money for the course?

What is ROI for this particular educational program?

Question 2:

How do I calculate ROI on educational costs?

## Costs related to educational programs:

- Participation fee
- Travelling costs
- Accommodation costs
- Food
  
- Absence from work
- Hired people

## What sort of Educational Program?

- Traditional conference at hotel  
or
- E-learning program



Expectations??

I found the bird!

You had it for dinner at  
Christmas!!

Question 3:

What is ROI for this particular educational program?

Question 4:

Which educational program gives the company the best ROI ?



I know !!

Answer:

Try the ROI Calculator !

[www.nettskolen.com/in\\_english/elq-sme/index.html](http://www.nettskolen.com/in_english/elq-sme/index.html)