

FOR IMMEDIATE RELEASE:

Metrix Group Inc. Announces Partnership with the ROI Institute

Metrix Group Inc. has formed a strategic partnership with The ROI Institute to extend our current service offerings and further integrate credible results measurement into our blended learning and performance solutions. Supported with ROI data, companies can defend learning initiatives, justify future spend and fuel evidence-based continuous improvement of people development plans.

“Our new partnership with The ROI Institute will enhance our continued commitment to support our clients by helping them prove the value of their investments in people and identify ways to improve efficiencies and effectiveness,” says Susan Caldwell and Christine Pylat, Partners and Principals of Metrix Group Inc.

The ROI Institute has developed and refined a worldwide accepted method of measuring ROI that includes isolation techniques and strict guiding principles, all in an effort to create results that are credible with C-Level executives. “ROI Methodology is used to conduct literally thousands of studies a year in over 40 countries,” says Jack Phillips, Chairman of the ROI Institute. “Our partnership with Metrix allows us to meet the unique needs of their clients and help them to be confident knowing that they have credible ways to forecast and measure ROI.”

About Metrix Group

For over 20 years, Metrix Group has developed and implemented measurable blended learning solutions that impact performance and drive results for their global clients.



About ROI Institute

ROI Institute, Inc. is the leading resource on research, training, and networking for practitioners of the Phillips ROI Methodology™. Founded in 1992, the ROI Institute is a service-driven organization which strives to assist professionals in improving their programs and processes through the use of the ROI Methodology.

