

Press Release

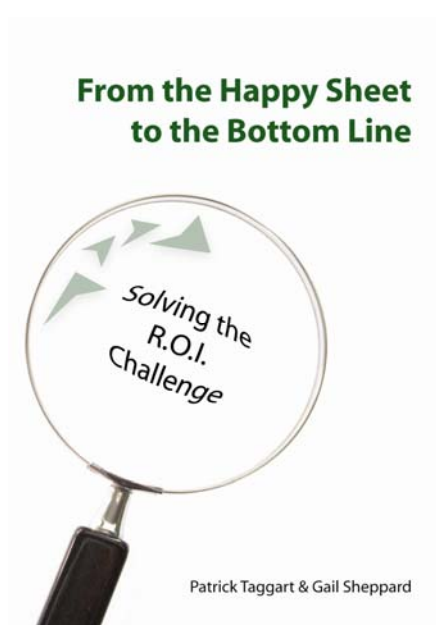
For immediate release: 28.01.10

Headline: GPSVision are delighted to announce the imminent arrival of their new book titled:

From the Happy Sheet to the Bottom Line

Solving the R.O.I. Challenge

Photo Opportunity:



Paragraph 1: Our book will provide all Learning and Development professionals, Finance Directors and Chief Executives and interested line managers with all the answers to managing Return on Investment effectively across their organisations.

Paragraph 2: Written in a very straight forward and pragmatic style, our book addresses the following points:

1. It sets the scene for the need to develop a positive ROI culture across an organisation and highlights the need to shift from a faith based culture around the effects of training to an evidence base.

2. It details eight case studies highlighting the approach taken around evaluating leadership and coaching programmes. ROI figures range from savings of £160K against a £15K investment to a £85K saving against a £10K investment. The case studies will provide an excellent framework for others to copy.
3. It highlights the essential steps required to implement a ROI methodology across the organisation and includes a range of different approaches relevant to different stakeholders.
4. The final chapter provides information on our unique web based system Odissy which will make ROI an efficient and manageable process.

Paragraph 3:

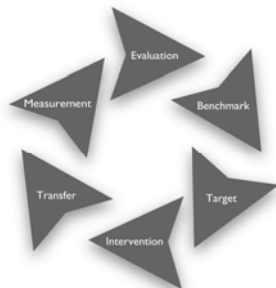
The book will be available for sale from February 2010 at a price of £25. Customers will be able to buy a copy initially via our website www.gpsvision.co.uk.

Notes for Editors:

Patrick Taggart & Gail Sheppard are experts in the field of Organisational Learning and Return on Investment. They have a passion for learning transfer, measurement and innovative ways of adding value and impact when developing people and organisations.

After spending four years as senior lectures at Coventry University in Business and Management Development, Patrick and Gail recognised that the traditional models around learning were flawed. Their work at the University highlighted failings around how organisations approached learning and in particular, the subject of Return on Investment. Therefore, in early 2003, they spent six months researching training and development with a view to finding a solution that would challenge the status quo.

It was following this period that Patrick and Gail developed a six stage learning methodology called **'The Performance Improvement Cycle' (PIC) ©**. The PIC © is an objective support package and evaluation tool that positively encourages and tracks the use of new skills and knowledge by the individual and by organisation. The PIC © provides a 6 stage system that helps organisations evaluate, identify, align and embed their L&D activities and also enables them to demonstrate a return on investment from those activities.



So far, the PIC © has been applied to over 30 contracts and has delivered excellent results.

By applying the PIC © to their learning programmes, the following clients saved:

Example 1: £85,000 saving from a £10,000 spend (**750% ROI**)

Example 2: £44,000 saving from a £25,000 spend (**76% ROI**)

Example 3: £162,500 saving from a £15,000 spend (**983% ROI**)

Odyssey ... The Story So Far

Following the development of the Performance Improvement Cycle © and through working in the field of Return on Investment, it became clear to Gail and Patrick that data capture is still in many cases an alien concept to organisations and a difficult and time consuming process.

Therefore, in early 2008, Patrick and Gail started work on developing Odyssey; an automated system, modeled around the PIC ©, that organisations can use to fully automate and support their learning programmes which will enable them to increase their return on investment from their training budget.

Without a doubt, Odyssey will add huge value to the L&D function within organisations and save them thousands of pounds per annum. It will help them to change the learning culture across their organisation and enable them to move from a training culture to a learning culture. Odyssey will help them to address the learning transfer challenges and measure the impact of their investment in developing their people.



Gail Sheppard *BSc (Hons) MBA PGC(HE) MCMI*
(Director GPSVision Ltd)



Patrick Taggart MA (HRM) Chartered FCIPD
(Director GPSVision Ltd)

Contact information:

Name: Clare Schofield, Office Manager
Name: Patrick Taggart, Director

Email: clare@gpsvision.co.uk
Email: patrick@gpsvision.co.uk

Tel: 02476 223110
Tel: 07970 722594