ASAP

American Society *of*
Administrative Professionals

SHARING THE ROI OF TRAINING

Toolkit for Making a Business Case, Calculating ROI, and Creating a Post-Event Implementation Plan

Produced by

ASAP American Society *of* Administrative Professionals

TABLE OF CONTENTS

This section outlines the details of a request for approval to attend the Administrative Professionals Conference (APC), produced by the American Society of Administrative Professionals (ASAP), including a summary of the benefits, cost analysis, and implementation strategy. To strengthen this request, review and complete this workbook to prepare a comprehensive business case for attending the conference. Below is a detailed breakdown of the benefits, the specific sessions planned for attendance, and the expected return on investment.

Business Case Sample

Executive Summary

The administrative profession is continuously evolving. To stay competitive and effective, I need to engage in professional development opportunities that provide not only technical training but also networking and exposure to new strategies, tools, and frameworks for success. The Administrative Professionals Conference (APC), produced by the American Society of Administrative Professionals (ASAP) offers these benefits through its comprehensive training sessions.

Request Description

This request is for approval to attend the Administrative Professionals Conference in _____________ on ________________. The conference covers key areas such as Strategic Partnership & Leadership, Communication & Operations, Technology & Innovation, and Career Growth & Personal Branding. It provides access to expert speakers, training, and educational sessions, as well as networking opportunities with peers from various industries.

Training Details

Administrative Professionals Conference offers a unique opportunity to learn in person from experts through interactive summits, panels, and hands-on educational sessions. These sessions focus on critical skills such as advanced Microsoft and AI training, executive communication, and project management, all of which will directly enhance my efficiency and contribution to the company.

The specific sessions I plan to attend include:

- [Title or topic of the session]
- ______________________
- ______________________
- ______________________
- ______________________
- ______________________
- ______________________

I have selected these sessions because they directly relate to the software tools I use regularly and the type of work and projects I am engaged with on a daily basis.

Cost and Benefit Analysis

The cost of attending the conference, including registration, travel, and accommodation, is $_________. [If helpful for your manager's communication style, break each component down into the specific expenses for each part. E.g. Registration: $_____, Airfare: $_____, Hotel:$_____, Meals:$_____, Ground Transportation:$_____]

By implementing the strategies and tools learned during the event, I estimate that I could save approximately _____ hours per week on [list the specific tasks], leading to a potential annual savings of $________ for the company. Using Microsoft PowerPoint training as an example:

- If the average PowerPoint presentation I work on takes me an hour, and I work on three presentations each week, that's three hours of my time.
- I make $20 per hour, so that's equal to $60 per week.
- Over the course of an entire year (50 working weeks), that's $3,000.
- If this training gives me the skills I need to be able to accomplish my edits in 45 minutes instead of an hour, that's a 15-minute savings.
- 15 minutes of savings X 3 presentations per week = 0.75 hours of my time
- 0.75 hours of my time X $20 per hour = $15
- $15 X 50 weeks = $750
- Over the course of a year, that's a savings to the company of $750

If I'm able to advance my skills across multiple training topics, my productivity improves and the savings of time and money increases in each area.

Implementation Timeline

The ASAP Administrative Professionals Conference will take place on [_____], and upon my return, I will create an action plan to implement the skills and insights gained during the event.

Critical Assumptions and Risk Assessment

Upon attending, I will provide a detailed report highlighting key takeaways, how they align with company objectives, and specific steps for applying the new knowledge to improve team efficiency and performance.

Conclusions and Recommendations

Attending the ASAP Administrative Professionals Conference will equip me with the necessary skills and tools to be more effective in my role and contribute to the company's success. I respectfully request approval to attend this conference.

Thank you for your consideration of this request!

[Your Signature]

Sharing the ROI of Training

ASAP
American Society of Administrative Professionals

To prove the Return on Investment (ROI) of training, you have to track and quantify the savings from implementing new strategies you learn. Here are a few sample templates for common types of time-saving strategies that you can use or modify to demonstrate the value to your manager. As you attend each session at the conference, immediately identify which tips and strategies you can apply, then use one of these templates to estimate the ROI for your company.

How to Calculate the ROI of Training - Examples

1. General Template for Any Strategy: Here is a general template for calculating the ROI on any skill or strategy you learn.

Time Saved Calculation:

- Time saved per task: ____ minutes x Tasks per day/week: ____ = Total time saved per day/week:____
- Hourly rate: $_____
- Total daily/weekly savings: (Time saved ÷ 60) × hourly rate = $____

Team Implementation:

- Number of team members: ____
- Team members x Total daily/weekly savings: Total savings for team = $____

If you're salaried, you can calculate your hourly rate by multiplying your hours worked per week (ex. 40) by the number of working weeks per year (ex. 50), then divide this number from your annual salary. For example, if you have an annual salary of $50,000 and work 40 hours per week, the hourly rate is $50,000/$2,000 (40 x 50) = $25.

2. Outlook Email Strategy ROI Template: Admins often learn techniques to manage email more efficiently. Here's how they could calculate the savings:

Scenario: If a new Outlook strategy saves 1 minute per email and the admin receives 50 emails per day:

- Emails per day: 50
- Time saved per email: 1 minute
- Total time saved per day: 50 minutes
- Admin's hourly rate: $25
- Daily savings: (50 minutes ÷ 60) × hourly rate = $20.83
- Annual savings (assuming 240 workdays): $20.83 × 240 = $5000

If the admin shares this strategy with a team of 6 other assistants:

- Total savings per day for team: (50 minutes ÷ 60) × $25 × 7 (total team members) = $145.83
- Total annual savings for team: $145.83 × 240 = $35,000

3. Microsoft CoPilot or Other AI Tool Strategy ROI Template: AI tools like Microsoft CoPilot help automate routine tasks, saving time across multiple areas.

Scenario: If an AI tool reduces the time spent on document creation or meeting prep by 30 minutes per task, and the admin does this 3 times a week:

- Time saved per task: 30 minutes
- Tasks per week: 3
- Total time saved per week: 90 minutes
- Admin's hourly rate: $20
- Weekly savings: (90 minutes ÷ 60) × hourly rate = $30
- Annual savings (assuming 50 weeks): $30 × 50 = $1,500

If the AI tool is implemented company-wide or shared with 9 other team members:

- Total savings per week for team: (90 minutes ÷ 60) × $20 × 9 (team members) = $270
- Total annual savings for team: $270 × 50 = $13,500

4. Project Management Strategy ROI Template: Learning new project management skills or using tools more effectively can streamline workflows and reduce the time spent managing projects.

Scenario: A new project management strategy saves 10 minutes per day on task tracking and updates, and the admin manages 5 projects weekly:

- Time saved per day: 10 minutes
- Tasks per week (projects): 5
- Time saved per week: 50 minutes
- Admin's hourly rate: $18
- Weekly savings: (50 minutes ÷ 60) × hourly rate = $15
- Annual savings: $15 × 50 = $750

If the strategy is shared with 3 other project leads or admins:

- Total savings per week for team: (50 minutes ÷ 60) × 18 × 3 team members = $45
- Total annual savings for team: $45 × 50 = $2,250

Here are some ideas on calculating the ROI on less tangible objectives that are harder to quantify such as communication skills, conflict resolution, executive partnership, and problem solving. Some of these learning objectives are harder to quantify directly, so linking them to real-world applications (time saved, improved team efficiency, better outcomes) can provide a framework for calculating the ROI. By tracking improvements in these areas over time, you can demonstrate how soft skills and leadership development deliver measurable benefits.

5. Improved Communication Skills

Learning Objective: Enhancing communication with executives, team members, or clients (e.g., concise email writing, effective meeting management).

How to Calculate ROI:

- **Qualitative Impact:** Reduced miscommunication, fewer email clarifications, and more productive meetings.
- **Quantifiable Impact:** Estimate the time saved in follow-up emails or meetings. Estimate the time saved in not having to re-do things and fix mistakes.
- **Example Calculation:** If improved communication reduces meeting time by 10 minutes for a weekly team meeting (1 hour to 50 minutes), that's 10 minutes × [hourly rate] × [number of people in the meeting]. Over a year, the savings can add up across multiple meetings.

6. Leadership and Influence Skills

Learning Objective: Developing leadership and influence skills to manage projects or mentor other admins.

How to Calculate ROI:

- **Qualitative Impact**: Better team coordination, improved project outcomes, and reduced errors.
- **Quantifiable Impact**: Track the impact of more effective delegation and decision-making, such as reduced project delays or fewer revisions.
- **Example Calculation**: If leadership skills save an average of 30 minutes per week in project coordination, multiply that by the hourly rate and the number of projects affected to estimate time saved per year.

7. Conflict Resolution and Relationship Building

Learning Objective: Enhancing conflict resolution skills to handle difficult interactions with colleagues or clients.

How to Calculate ROI:

- **Qualitative Impact:** Fewer conflicts result in smoother operations and higher team morale.
- **Quantifiable Impact:** Estimate time saved by resolving conflicts quickly (e.g., reducing the number of unproductive hours due to misunderstandings or tension).
- **Example Calculation:** If conflict resolution training reduces unproductive time for the admin and their team by 30 minutes per week, that time saved multiplied by the number of affected employees and their hourly rates provides an annual estimate.

8. Enhanced Executive Support and Anticipation of Needs

Learning Objective: Improving the ability to anticipate the needs of executives and proactively address them (e.g., preparing meeting materials without prompting, managing their schedule efficiently).

How to Calculate ROI:

- **Qualitative Impact**: Executives can focus more on high-priority tasks, leading to greater productivity for the organization.
- **Quantifiable Impact**: Estimate the time the executive saves because of better support and fewer interruptions.
- **Example Calculation**: If better support saves the executive 30 minutes per day, and the executive's hourly rate is $150, that's 30 minutes × 5 days × 50 weeks = 7,500 minutes, and (7,500 ÷ 60) x $150 hourly rate = $18,750 annual savings for the executive alone.

9. Emotional Intelligence (EQ) and Interpersonal Skills

Learning Objective: Enhancing EQ to better understand and manage emotions in oneself and others, leading to improved team dynamics and problem-solving.

How to Calculate ROI:

- **Qualitative Impact**: Higher team morale, reduced employee turnover, and improved collaboration.
- **Quantifiable Impact**: Estimate the time saved from reducing workplace friction, turnover (fewer recruitment and onboarding hours), or stress-related absenteeism.
- **Example Calculation**: If EQ training prevents one administrative professional from leaving the company (saving recruitment costs of approximately $5,000) or reduces stress-related sick days by 5 per year, those savings can be substantial.

10. Creativity and Problem-Solving Skills

Learning Objective: Developing creative problem-solving skills for more efficient workflow management or to tackle unexpected challenges.

How to Calculate ROI:

- **Qualitative Impact**: More effective solutions, reduced downtime, and fewer resources wasted.
- **Quantifiable Impact**: Measure the impact of resolving issues faster or implementing new, more efficient processes.
- **Example Calculation**: If a creative solution saves 1 hour of troubleshooting per month, calculate the annual savings based on the admin's hourly rate. Multiply by the number of similar scenarios the admin may encounter.

11. Team Collaboration and Productivity Tools

Learning Objective: Learning new tools or strategies for collaboration, such as shared task management systems or team communication platforms (e.g., Microsoft Teams).

How to Calculate ROI:

- **Qualitative Impact**: Smoother team collaboration and quicker project completion.
- **Quantifiable Impact**: Estimate time saved through reduced emails, faster decision-making, or fewer project delays.
- **Example Calculation**: If a team collaboration tool reduces back-and-forth emails by 15 minutes per day, across a team of 5, the savings could be significant. Multiply the time saved by hourly rates to find the weekly or annual cost savings.

This Post-Conference Implementation Action Plan outlines the key takeaways from the sessions I attended at the ASAP Administrative Professionals Conference and provides actionable steps for putting those insights into practice. By applying the strategies and skills gained, I aim to drive both personal and team-wide improvements in productivity and efficiency. This section also includes an analysis of the return on investment (ROI) from each session, detailing the tangible benefits and cost savings that can be achieved through implementation.

Post Conference Implementation Action Plan

These are the sessions I attended at the ASAP Administrative Professionals Conference on [dates]:

- [Title or topic of the session]
- ___________________________
- ___________________________
- ___________________________
- ___________________________
- ___________________________
- ___________________________
- ___________________________
- ___________________________

Sharing the ROI of Training

ASAP
American Society of Administrative Professionals

Attached to this cover sheet are the key takeaways and next steps for implementation for each session I attended.

Individual ROI Summary

- ROI from Session 1: [$____________]
- ROI from Session 2: [$____________]
- ROI from Session 3:[$____________]
- ROI from Session 4: [$____________]
- ROI from Session 5: [$____________]
- ROI from Session 6: [$____________]
- ROI from Session 7: [$____________]
- ROI from Session 8: [$____________]

- ROI TOTAL from all sessions attended: [$____________]

Additional Team ROI Summary (Optional)
I will share these tips with the assistants on our admin team so they can benefit also.

Team Members Benefiting from This Skill: ___ team members

Total Savings for Team Per Week:
Team savings = Weekly savings × Number of team members
- Formula: [$____ weekly savings] × [____ team members] = [$____ total team savings per week]

Total Annual Team Savings:
- Formula: [$____ total team savings per week] × 50 = [$____ annual team savings]

Session-Specific Implementation Example

Session Title 1: _____________

Key Takeaway:
Describe one specific strategy, tool, or skill learned that can be applied immediately.

How Will You Apply It?
Describe how you will implement this new skill or strategy in your daily tasks.

What Task Will It Improve?
Identify the specific task(s) this learning will improve (e.g., email management, project tracking, meeting prep, document creation).

Expected Time Savings Per Task: [Insert time saved per task in minutes/hours]

Number of Times This Task is Done Weekly: [Insert frequency]

ROI Calculation - Time Saved Per Week:

Total time saved = Time saved per task × Number of times task is done weekly

- Formula: [___ minutes/hours] × [____ times per week] = [____minutes/hours saved per week]

Weekly Savings: $__________
Weekly savings = (Time saved per week ÷ 60) × Hourly rate

- Formula: [(_____ minutes saved] ÷ 60) × [$___ hourly rate] = [$___ weekly savings]

Annual Savings: $__________
Annual savings = Weekly savings × Number of working weeks in a year (typically 50 weeks)

- Formula: [$____weekly savings] × 50 = [$____ annual savings]

Implementation Accountability:
I will share my progress on implementing this strategy in my weekly one on one with my manager [or in a monthly report to my manager, etc.] I will also track the specific improvements and efficiencies gained and include a summary report in advance of my annual performance review.