



# Isolation of Results: Defining the Impact of the Program

*Jack J. Phillips, Bruce C. Aaron*

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Isolation of Results

Isolation of Results is the third of six books in the Measurement and Evaluation Series from Pfeiffer. The proven ROI Methodology--developed by the ROI Institute--provides a practical system for evaluation planning, data collection, data analysis, and reporting. All six books in the series offer the latest tools, most current research, and practical advice for measuring ROI in a variety of settings.

To bring credibility to a project it is vital to isolate the effects of a program on business data. Isolation of Results focuses on this critical topic, arguably the most valuable part of the ROI Methodology. The authors acknowledge that other factors can influence results, and this important resource shows a variety of ways in which the effects of the program can be isolated from other influences. The techniques presented include the most reliable and rigorous approaches and also contain the more subjective methods. Isolation of Results offers a comprehensive review of the topic and contains information about using control group arrangements, trend line analysis, forecasting, expert estimation, and adjustments. The book also addresses issues of credibility of the method.

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