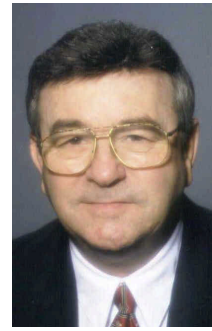


Ron Drew Stone

President, Center for Performance and ROI, Inc. Birmingham, AL USA



Ron is an author, international consultant and presenter, and one of the world's most recognized and accomplished authorities on analyzing and improving training and performance interventions and measuring results. He is President of the Center for Performance and ROI, Inc. He provides assessment, measurement and performance consulting for companies and government organizations in a wide range of cultures across Europe, India, Latin America, the Middle East, North America, Australia, Africa, and Asia.

Ron owns two trademark processes, *Needs Analysis*, and *Measurement and ROI*, that he provides to clients worldwide. He also works with clients in the area of performance management processes, especially in differentiating performance and measuring the intangibles. He has twenty-five years experience in engineering and economic development, and in human resource management and training. He worked seven years in the aerospace industry at McDonnell Douglas, Lockheed-Georgia, and Teledyne Brown Engineering in support of the USA space program. He has considerable experience in employment processes, performance management, managing the training function, designing healthcare delivery systems, training curriculum design, employee safety, organizational development, executive development, needs assessment, measurement, and evaluation. He received the Pioneer Award from the Alabama Healthcare Council for his leadership of a three year major change initiative.

Ron has extensive experience managing large scale major projects. He is currently managing and consulting on a major project with an Asia multi-national pharmaceutical company which includes seven ROI measurement studies in commercial sales and talent management. The studies are taking place over a one year period in Japan, Hong Kong, India, Korea, China, and Australia. For two years, while director of the Center for Research at FranklinCovey, Ron managed a \$4,000,000 ongoing contract with the U.S. Department of Veterans Affairs. Managing this contract included scheduling, monitoring, tracking, and reporting on the work of seven senior consultants and five support personnel and developing a meta-analysis of multiple evaluation studies. Ron has conducted more than a hundred return on investment studies and directed hundreds more. He certifies practitioners in the ROI measurement process and conducts a full range of public and in-house workshops in performance management, aligning training with business needs, measurement and ROI, and training needs analysis.

Ron served as chair of the Edison Electric Institute's Executive Leadership Program for senior officers in the electric utility industry where he led the design, delivery and evaluation of the industry's premier executive leadership program. He has also designed executive programs for The University of Georgia and Auburn University.

Ron authored, ***Aligning Training for Results: A Process and Tools that Link Training to Business***, Pfeiffer, 2009. This book is currently being used by New York University in the human resources curriculum. He co-authored ***The ROI Field Book – Strategies for Implementing ROI in HR and Training***, Butterworth-Heinemann Publishing, 2006, ***How to Measure Training Results - A Practical Guide to Tracking the Six Key Indicators***, McGraw-Hill Publishing, 2002, and ***The Human Resources Scorecard***, Butterworth-Heinemann Publishing, 2001. He has contributed several case studies to the ASTD In-Action Case Book Series, ***Measuring Return on Investment*** (2005 and 1997), ***Measuring ROI in the Public Sector*** (2002), and ***Measuring Learning and Performance*** (1999). His

articles have been published in numerous professional publications by ASTD, ISPI, and the Institute of Industrial Engineers. Ron is currently writing a book to be published in 2010, tentatively titled; ***“Measuring the Real Value of Training: Analyzing Outcomes and the Quality of ROI”***

A few government clients for which Ron has provided consulting and/or training include: U.S. Department of Veterans Affairs; NASA; U.S. Social Security Administration; U.S. General Services Administration; National Security Agency; U.S. Navy, and Army-Air Force Exchange Service.

A sample of private sector, multi-national and educational sector clients include: Coca-Cola; Bristol-Myers Squibb; Harley-Davidson; Wachovia Bank; Bloomberg; AT&T; Genentech; Time-Warner Telecom; British Telecom; Enterprise Ireland; American Express; Bank of America; Federal Express; Motorola; Lockheed; Delta Airlines; Apple Computer; Boeing; Amazon.com; Sask Tel Canada; Volvo North America; Honda; Glaxo SmithKline; Shell Oil; Toyota; Safeway; State University of New York; Lansing Community College; Drake University; Siemens Ltd.- China; FranklinCovey South Asia; Pfizer Ltd. - China; Astrazeneca Ltd.- China; Baxter Healthcare Asia Pacific; and CAL Bank, Accra, Ghana.

Ron has a BBA from Georgia State University. He is a certified change consultant and a certified ROI professional (CRP).